

Personal Profile

A creative and innovative UX/UI web designer with a strong background in web design and the creative field. Personal strengths include campaign management, creative thinking and team-working. A wide range of experience in graphic design, email marketing, affiliate marketing, SEO and online partnerships. A strong communicator that works with the user-experience in mind and delivers purpose-built web and mobile content to support business marketing. Maintains knowledge and self-develops to ensure web and mobile content utilises latest technologies and trends.

Skills Summary

- Adobe Creative Suite
- HTML/HTML5
- CSS/CSS3
- UX/UI
- Apple Human Interface Guidelines
- Google Material Design
- Responsive Design (mobile and tablet)
- A/B & Multivariate Testing
- jQuery/JavaScript
- Email Design
- Magento CMS
- WordPress
- MailChimp Email Platform
- Graphic Design

Employment History

Aug 18 – Present **UX/UI Web Designer, Positive Solutions LTD**

Key Responsibilities

- Sole UX/UI designer responsible for growing and developing the brand in the pharmacy market.
- Developed a mobile app and desktop software for bespoke pharmacy product to enable customers to deliver in line with change in pharmacy legislation.
- Design and improve the UI and UX of existing software across mobile and desktop platforms.
- Use Adobe XD and Balsamiq software for creating wireframes, prototypes and user flow designs to support the business/product objectives.
- Create custom icons/graphics to support mobile, web and software applications.
- Produce visuals and software demo packages for exhibitions to enable interactive sales experience.
- Improve consumer website including design and build of web pages for targeted activities.
- Design and build bespoke websites for customers from concept through delivery and to launch.

Oct 15 – Aug 18 **Lead Web Designer, Steinhoff Retail UK**

Key Responsibilities

- Sole web designer responsible for growing web presence across all brands.
- All delivery of all front-end and concept work on desktop, mobile and tablet.
- Supporting eCommerce activity through full range of web marketing capability.
- Production of landing pages with a view to engage as well as serve a function to the end user.
- Continuous improvement of site through collaboration across relevant departments.
- Optimisation of user experience through responsive design and build and functional web content.
- Delivery of projects to budget and on time.
- Establish and promote design principles, best practice and standards aligned to brand guidelines.
- Maximise sales opportunities through business peaks through update, creation and publishing of site-wide content using Magento CMS platform.
- Design and build A/B & multivariate testing plans using VWO optimisation platform.
- Use Hotjar service to understand user interactions and behaviour of customers.
- Provide wireframe site/user flow with a navigational structure based on requirements.
- Ensure optimal performance of websites through cross browser and bug testing.

July 11 – Sept 15 **Web Designer, N Brown Group PLC**

Key Responsibilities

- Drive and grow the online presence of key brands through creative design and e-marketing channels.
- Liaise with the brand teams to develop and deliver new campaigns to maintain customer engagement.
- Utilise wireframes for first-phase design concept to ensure collaboration and buy-in.
- Create unique web designs with Adobe Creative Suite, jQuery, HTML5 and CSS3.
- Design and build web pages for tablet & mobile using responsive layouts and content managed systems.
- Manage website requirements including campaigns to maximise sales and improve the user experience.
- Design landing pages to promote offers and seasonal campaigns across multiple devices.
- Support targeted e-marketing campaigns through the design and build of HTML emails.
- Ensure a glitch-free user experience through cross-browser and bug testing.
- Maximise visual impact through image optimisation whilst maintaining efficient web performance.

Feb 09 – July 11

Email Marketing Executive, N Brown Group PLC

Key Responsibilities

- Management of the email marketing activity to optimise product placement and maximise sales.
- Creation and delivery of strong visual brand representation through the design of email briefs.
- Management of workflow to ensure campaigns are delivered on time and to required objectives.
- Analysis of customer segmentation and competitor activity to identify marketing opportunities and achieve a higher return on email campaigns.
- Execution of testing in line with testing plans to report on email effectiveness in terms of subject line, schedule and discount incentives.
- Working across departments to maximise the impact of the emails and brand objectives.
- Preparing emails for campaign roll-out using the Adobe Dreamweaver software. This includes setting up dynamic content, checking code and link tracking.
- Using TCRM to run extracts for the customer data required for the email campaigns.

July 07 – Jan 09

Graphic and Web Designer, VBA Limited

Key Responsibilities

- Stand alone design role encompassing online and offline activities to support the marketing strategy.
- Identify new marketing opportunities for raising brand awareness for brands such as Sony and Pioneer through banners, newsletter designs and product selection.
- Design and development of websites, magazines advertisements and email campaigns using Adobe PhotoShop, Illustrator and Dreamweaver.
- Perform monthly analysis on the effectiveness of the email and advertising campaigns.
- Develop and maintain creative content to maximise income via affiliate marketing channels using networks such as TradeDoubler and BuyAt for Sky TV, Broadband and phone.

Jan - July 07 Online Marketing and SEO at SEO Advisors

Feb- July 06 Marketing and Design (Post-Grad Placement – Bridges and Routes) at Elexa Consultants

Personal Achievements

- Set up and managed a business venture in the entertainment field which involved designing and promoting through the use of various media. The resultant was a capacity filled event and positive customer satisfaction.
- Design, build and development of websites for trades personnel and own personal projects.

Education & Qualifications

04 – 05 MSc Graduate Enterprise in Multimedia

96 – 99 BA (Hons) Design Marketing

88 – 93 8 GCSE's

Jun 04 CHE/DHE in Information Technology

94 – 96 BTEC National Diploma - Audio Visual Studies

Professional Training & Additional Qualifications

Jan – July 06

UCPD Creating Websites Using HTML

UCPD Internet & Web Authoring

UCPD Finance & Marketing

UCPD Digital Arts

UCPD Digital Illustration

Personal Details

Nationality: British

Driving Licence: Full Driving Licence

Interests: Music, Technology, Design, Exercise & Fitness