

Personal Details //

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Profile //

Highly creative and experienced web designer, with practical skills designing, developing and producing: interactive, web and print content for a broad range of clients. Superb combination of design, art direction and advanced technical skills. Literate in website development, user-centred design, information architecture, media and branding. Capable of managing teams and developing client relationships to achieve imaginative solutions.

Technical Skills //

Adobe Illustrator, Adobe Photoshop, Adobe Flash, Adobe Dreamweaver, Adobe Fireworks, Microsoft Office. XHTML, CSS, JavaScript (Asynchronous JavaScript and XHTML [AJAX]) & ActionScript. Comprehensive understanding of W3C and Accessibility standards. Mac and Windows Operating systems.

Professional Experience //

DSGi PLC, Design Manager & Creative Lead

Apr 2008 – Sep 2008

Employed as Design Manager and Creative Lead for FTSE 100 Company DSGi PLC's four flagship UK websites (www.currys.co.uk, www.pcworld.co.uk, www.dixons.co.uk & www.thelink.co.uk). At time of employment the websites combined received in excess of 1.8 million unique visitors per week and over 65 million page views per month.

Key achievements and responsibilities

- Responsible for a team of ten junior to senior level designers, trained to maintain a high morale in design practice, brand awareness and creative delivery.
- Influential in the conception, integration and continued success of PC World's "Design Academy" University Graduate scheme.
- Responsible for the design and creation of the companies online brand books. Documents detailing creative guidelines and design "rules" for the four different brands online. Currently distributed to clients, affiliates and employees.
- Concept, design and implementation of full website re-designs. Including integration of dynamic XML and CSS driven content offering improved usability and accessibility.
- Advanced understanding of the benefits of SEO based design. Projects included the successful integration of unique SEO based landing pages and site content optimisation. Natural Search Traffic currently up over 200% year on year.
- Project managed, designed and implemented new, user-centred, website navigation model for pcworld.co.uk. Offering customers a more streamlined approach to shop and research products.

Key achievements and responsibilities - continued

- Proficient using analytical tools such as Omniture and Google Analytics to measure creative performance, click map data and page trends.
- Built effective relationships with consultants, clients and offline advertising agency M&C Saatchi to ensure creative consistency across the business' online and offline multi-channel proposition.
- Digital lead responsible for the design and development of various online materials, including micro sites, specialist landing pages, banners and e-shots for a number of high-profile clients.

Clients: Microsoft, Apple, Intel, Sony, Nintendo, Orange, Channel 4, Samsung, Dell, 3, HP, Vodafone, Philips, Toshiba, Epson, Kodak, Sky, Canon, TomTom, Symantec, McAfee & more.

PC World, Web Designer / Senior Designer / Design Manager

Sep 2004 – Apr 2008

Originally employed as a Web Designer, I was later promoted to Senior Designer then Design Manager responsible for a team of five designers. Projects included design and development of the chains website as well as design and creation of branded and non-branded emails, promotional and affiliate material.

BCA Group, Assistant Web Designer

Sep 2000 – Aug 2004

Working in-house with the advertising and marketing department of Europe's largest vehicle auction company.

M3-Design, Freelance Designer

Jan 2005 - Present

I currently run my own small business providing print, web development and design services for a range of clients. Offering consultancy advice, project management and creative design solutions. Clients include: Wickes.co.uk, Reading Town Football Club, Biglight.net and a number of local businesses.

Qualifications and Education //

Master Certified Internet Webmaster (CIW) Designer – Kingston University

Illustrator – Adobe Trained

Flash Rich Content Creation – Adobe Trained

Actionscript – Adobe Trained

Godalming College, Surrey; Sep 1998 – Jun 2000

3 A Levels

Broadwater Secondary School, Surrey; Sep 1994 – Jul 1998

9 GCSE's

Referees //

Available on request