

Profile

I'm a creative, multi-skilled Web Designer with a passion for delivering original design solutions. I have experience in working on both PC and Mac operating systems and have an excellent knowledge of the Adobe Creative Suite products, HTML, CSS and CMS systems. I am a driven individual with the commitment to continuously develop my skills. Over 18 years' experience working for blue chip companies, world leading sporting brands and SMEs has enabled me to develop a wide knowledge and understanding of different industries.

Key Experience

Website Design - Design, build and implementation of static websites using cascading style sheets html 5, incorporating JavaScript elements, down-loadable documents, full search engine optimization and content management systems.

Website Maintenance/Stats - CMS management of larger websites through systems provided by third parties, incorporating JavaScript and other tools to enhance the usability of the site. Running and analysing of web statistics from Google analytics monitoring user experiences and effectiveness of marketing strategies.

Website Design Visual Concepts/Wireframes - Design and production of visual concepts/wireframes to aid in the re-design of websites.

Web Marketing Design - Design and build of web based marketing material such as banners/skyscrapers and e-mails to aid in effective communication of offers and key selling messages.

Image & Illustration Manipulation - Digitally enhancing and editing images, illustrations to maximise the impact of their use using Fireworks and Photoshop.

Graphic Design - Design of print based marketing material, magazine/newspaper adverts, flyers, match day program adverts for Manchester United and Sunderland FC, posters, postcards, business cards, etc.

Main Key Skills

- Web Design
- Graphic Design
- Adobe Creative Suite
- Microsoft Office
- Documentation creation
- File conversion
- CMS systems (EPIServer, Sitecore, Wordpress)
- SEO
- HTML and CSS
- Image manipulation
- Other software (Jive platform)
- Social media management

Employment History

Web Designer/Developer & Graphic Designer, August 2020 – Current: Local Plumbers We Care Ltd/Boiler Cover Experts Ltd

- Creation of UX designs for the creation of new websites
- Maintenance and development of existing websites for all brands
- Design and production of online and offline marketing material
- Monitoring of Google analytics for all websites
- Creation and production of client documentation

- Design, build and marketing of new websites
- Development and integration of new functionality

Web Designer/Developer, January 2020 – June 2020: MediaBlanket Ltd (Made redundant due to COVID)

- Creation of UX designs
- Maintenance and development of existing websites for all brands
- Design and creation of digital assets for marketing campaigns
- Design and build of marketing emails for all brands
- Work closely with the development team in the design and build of new website functionality

Web/Graphic Designer, October 2018 – December 2019: American Golf & Online Golf

- Creation of UX designs to support the digital transformation of the American Golf and Online Golf sites
- Work closely with the ecommerce trading managers to identify key areas of the sites for improvement.
- Maintenance and development of the American Golf and Online Golf sites using HTML and CSS
- Play a key role in the creation of concepts for marketing campaigns
- Creation of digital marketing assets for web and social media
- Design and build of emails for both American Golf and Online Golf
- Design and creation of retail POS for the American Golf stores
- Design and creation of direct mail marketing assets

Web Designer, December 2017 – September 2018: Wyndham Vacation Rentals (cottages.com & hoseasons.co.uk)

Digital Designer/Content Editor, May 2017 – November 2017: Midcounties Co-operative Travel (Temporary Contract)

Unemployed, December 2016 – May 2017 Unemployed due to being made redundant from Turning Point

Web/Graphic Designer, July 2016 – December 2016: Turning Point

Digital Content Editor, September 2014 – July 2016: Bupa UK

Web/Graphic Designer, April 2011 – August 2014: Bupa Health and Wellbeing

Web/Graphic Designer, May 2007 – March 2011: Co-operative Travel, Escape Holidays, Beach Holiday Deals and Co-operative Travel Sports and Events.

Helpdesk Co-ordinator, June 2006 – May 2007: Co-operative Travel.

Sales Co-ordinator, June 2004 – May 2006: Co-operative Travel.

Sales Support Administrator, 2003 – 2004: Cartel Marketing.

Administrator & Agency Sales Support, 1997 – 2003: Cresta Holidays.

Portfolio

Local Plumbers We Care – www.localplumberswecare.co.uk

Boiler Cover Experts – www.boilercoverexperts.co.uk

I do have more examples of work I can share.

My portfolio of personal website projects can be found on my personal website.

JMcGregor - www.jmcgregor.co.uk

My Custom Apparel – www.mycustomapparel.co.uk

Development

I'm always looking at ways to develop myself and have recently bought the following courses which I am currently working through.

The Complete Web Developer 2.0:

www.udemy.com

IOS 10 and Xcode 8 – Completer Swift 3 & Objective-C Course: www.udemy.com

UX & Web Design Master Course: www.udemy.com

How to Design & Prototype in Adobe XD:

www.udemy.com

The Complete Apple Watch Developer Course:

www.udemy.com

Education & Relevant Coursework Completed

InDesign Level 2, Jan 2008: New Horizons, Manchester

BTEC GNVQ Intermediate, Leisure & Tourism, 1996 – 1997: South Trafford College, Timperley, Cheshire.

InDesign Level 1, Sep 2007: New Horizons, Manchester.

GCSEs (B-D), 1991 – 1996: Lostock High School, Stretford, Manchester.

Basic SLR Photography, Jan 2007 – Mar 2007: South Trafford College, Timperley, Cheshire.

Media Studies; Drama; Maths; English Language; English Literature; Geography; Science; French

City & Guilds, Web Design, 2005 – May 2006: South Trafford College, Timperley, Cheshire.

Interests

Photography, Windsurfing, Kayaking, Mountain Biking, Road Cycling, Fly Fishing, Travelling, Classic Cars, DIY, Reading Books/Magazines and Sketching.