



Simon Whitaker

Digital Designer

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Skills

Web Design & Build	Adobe Photoshop	Marketing Assets
Graphic Design	Adobe Illustrator	Facebook Ad Campaigns
UX / UI Design	Adobe In-Design	LinkedIn Ad Campaigns
Website / App Prototyping	Adobe XD	Landing Page Design & Builds
HTML/CSS	Adobe After Effects	Email Marketing Campaigns
SEO Analysis	Google Analytics	Wordpress Build / Management
Sketch	Google Tag Manager	Shopify Build / Management

Experience

Freelance SPW Consultancy 2011 - PRESENT

Freelance web developer, designer and consultant.

- Web Design UI/UK
- Website Build & Management
- Digital Consultancy
- Brand Creation
- Landing Page Campaigns
- Graphic Design
- SEO
- Marketing Assets: Online & Traditional
- Digital Marketing
- Analytics

Current Projects & Clients

- **Brixton Finishing School**
Charity offering a range of free online and in person courses for under-represented groups
 - Website design, build & management (Wordpress)
 - Facebook Ads setup & campaigns
 - Google Analytics / Tag Manager setup
 - Design assets
 - Continual analysis & improvement
- **Complianza AB Sweden**
Gambling consulting and innovative software products for compliance
 - Website build & management
 - Software (rMonY) design & prototyping
 - Marketing Assets
 - Sales Assets
 - Marketing Campaigns
 - Consultancy
- **Zenitech**
Transformational technology / software
 - Website management
 - Consultancy
 - Design assets

- **McCann Manchester**
Digital Marketing Agency
Registered freelancer for photo & image retouching and asset creation
- **Lazuli Design**
Luxury lampshades e-commerce website
 - Website design, build & management (Shopify)
 - MailChimp Setup
 - Email Campaign Design
 - Landing Page Design
- **Breadables**
Gluten free flours e-commerce website
 - Website build & management
 - Packaging Design
 - Marketing Assets

Experience

Digital Designer & Operations Manager **The Grenadines Collection / Caribbean Schooner Ltd** **2011 - 2020**

In charge of the digital side of the business, computer systems, engineering & general day to day running of the business, including;

- The management of rental & sales listings on the website & various feeds to other listing portals:
 - ~700 Rental Listings
 - ~600 Sales Listings
 - 3 Rentals Feeds (FlipKey, CanadaStays, Airbnb)
 - 3 Sales Feeds (RightMove, Zoopla, A Place in the Sun)
- The running & upkeep of the business websites & satellite websites:
 - General management of hosting, domains, certificates
 - Improvements & Additions
- The design, creation & management of responsive websites, for real estate sales and rental properties; the creation of a specific brand for each, and the marketing including full SEO, as well as magazine marketing and email campaigns.
 - Info Gathering - purpose, main goals, target audience
 - Branding - development / creation
 - Planning - site-map & wire-frame
 - Design - page layouts, review & approval cycle
 - Content - writing & assembly
 - Build
 - Testing, review & launch
 - On going support Maintenance & hosting
- Creation of plans / surveys - allowing clients to visualise all aspects of the real estate property; from land boundaries, satellite overlays, to creating developmental concepts.
- Hardware & software management and maintenance for all the workforce (10 Employees)

A full time role, approximately 7 months a year on location in Saint Vincent & the Grenadines during the tourism high season, and 5 months remote work from Europe. Since July 2016 I worked full time from the UK, with a number of trips out when required.

Originally hired as a Tour Guide, then Tour Manager I took the initiative and identified numerous areas where the business could improve. I was offered freedom to run with my ideas, thus creating my varied role.

- Developed, simplified & automated processes
- Expanded to co-broke with other agents and websites
- Made the business GDPR compliant
- Programming knowledge and interest in design allowed us to offer branding & website creation services to clients, expanding our offering and creating an unparalleled range of linked services.

This culminated with me being the major lead on the RD&D for the creation of new websites for three main sections of the business; Villa Rentals, Property Sales & Friendship Rose Boat Charters:

- Full online booking
- Integration with major brands, such as Airbnb, CanadaStays, Rightmove, Zoopla
- Full analytics to allow for complete performance tracking, allowing fully informed decisions going forward.

Additional Roles Whilst in the Caribbean 2011 - 2016

- Running and maintenance of a 100ft Wooden Caribbean Schooner
- Maintenance of two premises; both as commercial offices and as commercial boutique shops (10 employees)
- Photographing & managing the photography of properties for the rental & sales markets

Experience

Placement / Work Experience

McCann Manchester

June 2017 - July 2017

I gained invaluable experience in the Digital Department at Mccann Manchester working with the UX team. I analysed lab tests conducted on participants while using a well known website on various devices - noting their activity & emotional state / thoughts, creating a full user profile & highlighting any obvious issues / block in the usability of the web site.

Experience

Tour Manager

Caribbean Schooner Ltd

Jul 2010 - Jun 2011

The arrangement & marketing of boat tours throughout St.Vincent & the Grenadines. Overseeing the boat crew and the stocking of the boat. Making sure standards remained high while resolving any guest complaints.

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|-------------------------------|--|
| - Marketed boat tours | - Ensured a consistent high standard |
| - Ran tour groups of up to 60 | - Enforced safety procedures |
| - Managed crew | - Anticipated and resolved customer issues |
| - Brand Creation | & questions |
| - Managed stock | |

Experience

Volunteer Tour Guide / Tour Guide

Caribbean Schooner Ltd

Dec 2008 - May 2009 / Jun 2009 - Jun 2010

Greeting 40+ guests and providing detailed information on the boat & locations, while assisting to make sure everybody had the best, most comfortable day possible.

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|--------------------------------|--------------------------|
| - Marketed boat tours | - Teaching & instructing |
| - Informing and guiding guests | - Problem resolution |

Education

Bachelor of Science (BSc) Ocean Sciences
The University of Wales, Bangor
2004 - 2008

Certificates

Google Developer Challenge Scholarship - Front End Web Dev
Udacity
2018

Diploma in Digital Marketing
Shaw Academy
2015