



Ryan Davies

Digital Creator, Print Designer, and a smidgen of Motion Design

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WWW.DESIGNBYRYAN.CO.UK

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About Me

I am a professional and commercially astute digital designer with a passion for all things creative, whether it be digital screen based, working with websites, online visual, user interface or traditional print based work and brand identities. Utilising my extensive skill set to meet and exceed the expectations of the client, ultimately results in an improved user experience and increased user visits.

By applying my experience within an agile environment, I am able to produce and deliver design assets, using sprint methodologies, enabling me to iterate design or prototypes, so at each interval the UX/UI has been enhanced, thus delighting the user. Designing for mobile is at the core of what I do. Utilising a mobile first approach enables me to decide on core screen hierarchies choosing the most relevant content, progressively disclosing more content, elements and design features which work best on smart devices, tablets and desktop.

I am an adaptable, hardworking individual, who is always striving to meet and exceed expectations, bringing new and exciting ideas and concepts. I love to learn and take any opportunity to develop my skill set, often exploring out of my comfort zone in order to deliver exceptional results. I would be an excellent asset to any company.

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Education

Aug 2007 - July 2011

University of Wolverhampton
BA (Hons) Graphic Communication

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Aug 2003 - July 2006

City of Wolverhampton College
AVCE Art & Design-
GNVQ Intermediate Art & Design

Merit

Aug 1998 - July 2002

Colton Hills Community School
Wolverhampton

8 GCSEs
Eng, Maths,
Science

95%

Print Design

91%

Digital Design

75%

UX/UI/Code

50%

Motion Design

Software

Photoshop
Illustrator
InDesign
Sketch
InVision
After Effects

Dreamweaver
HTML5
CSS3
Javascript
Wordpress
Joomla
Bootstrap
XD



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Employment

RTITB

Graphic/ Digital Designer.

Design, time manage, and implement all marketing collateral across all social media platforms. Build and design email campaigns, both hardcoded and using email builders, mailchimp and createsend. Create all print based marketing solutions to print ready specifications including flyers, brochures, stationary, business cards, ensuring all are designed within brand guidelines. Layout instructional guides, often book pages, of type, images, and diagrams within strict deadlines. Build and design supporting external dashboards, all hardcoded using html, and javascript, and ensure all supporting docs are accurate and correct. Build and maintain the company wordpress CMS. Design and execute animated videos.

SAINSBURYS/ ADHERE

Digital Designer, Learning, and Development Dept.

Fundamentally it was my responsibility to plan, design and execute websites, ensuring that the users journey clarity was kept at all times, through well executed functionality, site navigation, and the categorisation of well written content. It was also my responsibility to prepare sites, by installing and configuring client side software solutions, such as wordpress, joomla, or sitecore CMS. I also kept clients websites up to date with relevant content and graphical elements. Keeping afresh with the latest in data visualisation, design and UI trends enabled me to inform and suggest ideas to others.

Working with such large organisations such as Sainsburys gave me the opportunity to develop and maintain relationships with other work colleagues, from the same department and further afield to ensure visions, foresight, and expectations were not only met, but exceeded. As projects grew deadlines became unattainable, to keep these on track, and to schedule, having the flexibility to work beyond contracted hours ensured that deadlines were met.



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WEST MIDLANDS FIRE

Digital Designer, Learning, and Development Dept.

Various aspects to this role. incl. web page design, build and usability integration. A wide and varied position, ranging from web design, to Wordpress integration to video production. Initially drafted in to help design and build their new wordpress website, resulting in a comprehensive website, which both functioned well and enhanced the user experience of their previous site. This was alongside several other web based projects, including landing pages, competition integration, and the implementation of packages such as Iconosquare, also building a central hub where all communication campaign collateral could be referenced. Also assisting the print side, designing community flyers, brochures, and liaising with external print companies, ensuring all print deadlines were met.

HOMESERVE

Digital/ Web Designer, Marketing

First contact between Digital Marketing and Digital Transformation team, seeing queries/projects through from initial contact to completion.

Liaise with other Digital stakeholders and key business stakeholders including Compliance, Legal, Product and other Marketing teams (e.g. Acquisition / Warranties) to detail and implement content into development.

Utilise technical knowledge of content management system (Sitecore) to support the Digital content team in meeting their objectives.

Broad experience of digital site and content design for well-known and established commercial brands.

Evidence creative flair and inspirational ideas.

Competent in all industry standard design applications, including Adobe Photoshop, Illustrator, Dreamweaver and InDesign.

Flash design and development skills for both integrated content on site and stand-alone marketing assets such as display banners.



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Strong online creative and design skills.

Have the ability to work under pressure leading and as part of a team.

Strong organisational skills in order to effectively schedule diverse workloads.

Strong attention to detail.

Excellent written and verbal communications skills.

Strong technical skills to allow translation of marketing projects into technical development specifications.

Create and implement best-practice for design and build of all online assets for Homeserve. and its family of sites.

Lead creative projects where external and/or other internal parties are involved.

Provide concept design presentations to line and senior management where required.

Provide additional support in the form of information architecture, web design best practice and usability where required.

Interpretation of Information Architecture, feature / functional specification and similar briefs in to creative executions and subsequently manage the transition into technical development environments

Create designs for aspects of the online suite including:

Digital prototyping, creating interactive wireframes using Balsamiq, Azure, Bootstrap, HTML, and CSS.

Site and page design, homepage takeovers etc.