GEORGE BUXTON

Digital Designer & Full Stack Developer

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Summary

I am a results driven full stack digital designer & developer. I have a love of design, technology and creating responsive user experiences. The user is central to everything I do. I love programming and building customer focused solutions quickly and efficiently to a high standard.

I have years of experience in digital design, front-end and back end development, including database development.

I have managed digital projects for large international companies affecting thousands of users and business critical applications.

I strive to engage with people and build effective business relationships, to deliver change in a way that inspires confidence, improves processes and grows profit across the organisation.

Business & People Skills

Managing Staff – Training, briefing work, setting expectations, building rapport.

Team Player – Enjoy working as a team and developing business relationships to deliver business objectives and help other grow and develop.

Creative Thinker – Ability to think creatively and disruptively to achieve business objectives, setup business automation and process improvement.

Self Starter – Takes ownership of business objectives. Ability to work independently and remotely from the rest of the team and business, while still delivering to the highest standard and maintaining communication and reporting channels.

Communication Skills – Can effectively communicate internationally with people of all levels in business and from diverse cultural backgrounds.

Writing skills – Professional writing for project management, digital, IT, marketing and advertising.

Verbal Skills – Confident speaker and presenter in person and webinars. English is my first language.

Training – Experienced in internationally training webinars, 1 on 1 coaching sessions, IT support portals and documentations.

Design & Development Skills

Full Stack, Digital Design, Front-end Development and Back End Development: Extensive experience in all aspects of responsive digital design, UX/UI design, front-end development, back end development and deployment, from websites and apps to online advertising.

Digital Project Management: A proven ability to manage business critical digital projects that affect commercial operations as well as thousands of internal and external stakeholders, for global companies. Using Agile and Scrum project management methodologies to delivering projects on time and on budget. Project budgets of $150,000 to $2,000,000.

Digital Design: Website design, responsive design, UX/UI design, user stories, wireframes, icons, CMS themes, web content management, web banner ads, flash banners, web tiles and Adobe Creative Suite.

Front-end Development: HTML5, CSS3, LESS, SASS, Bootstrap, Javascript, ES6, JQuery, Angular JS, EDM, JSON, XML, Ajax, REST and Action Script.

Back End Development / Programming: PHP, MySQL, Node.js, C#, Java, C++ and testing.

Database setup and management: MySQL, JSON, XML, Ajax, and MyPHPAdmin.

E-documents: interactive PDF documents, Epub documents, DPS (digital publishing suite).

Mobile e-detailing sales apps, responsive design,

Conceptualizing,

Branding: logo design and brand guidelines,

Print design and packaging design: Text books, Posters, brochures, legal documents, forms, catalogues, flyers, adverts (newspaper and magazine).

Illustration and Infographics,

Digital photography, photo retouching and video editing,

Print management and print brokering,

Program Experience

Adobe Creative Suite: Dreamweaver, Flash, Photoshop, Illustrator, Indesign, Acrobat Pro, Premiere Pro, After Effects, Fireworks, Adobe Animate,

UX/UI: Sketch, Adobe XD, Photoshop, Fireworks.

Front-end Development: HTML5, CSS3, LESS, SASS, Bootstrap, Javascript, ES6, JQuery, Angular JS, JSON, XML, Ajax, REST and Node.js.

CMS: Wordpress, Drupal, Instapage, Team Site, Sharepoint, Sitecore, Typo3, Concrete5, Silver Stripe,

Digital Analytics: (Google Analytics, Google Data Studio, Google Web Master Tools, Web Trends),

Database setup and management: MySQL, JSON, XML, Ajax, MyPHPAdmin,

Source code management: Git, GitHub, TortoiseSVN, Filezilla.

Project Management: Workflow Max, JIRA, Breeze, Trello, Base Camp.

Email Programs: Touch Point, Email on Acid, Campaign Monitor, Active Campaign, IBM Marketing Cloud, Silver Pop, Mail Chip.

Visual Studio (ASP.NET, C#, C++),

Xcode (C++, Objective-C),

Apache (PHP, MySQL, MAMP)

Microsoft Office Programs: (Word, Powerpoint, Excel),

Java: Android Studio (Java), Eclipse, NetBeans (Java),

Vablet,

Veeva Vault, PromoMats, iRep,

Survey Gizmo,

ETouches,

Zendesk,

WebEx,

Blender 3D,

Font Lab,

Robotics, Arduino, sensors, electronics and soldering.

Work History

Digital Production Manager, Front-end Developer and Digital Designer for Creative Store

August 2017 – January 2018 (Contract Role)

Digital Skills

Digital production management, agile project management, planning, trafficking work, quoting, reporting, managing staff and contractors, **digital design,** responsive website design, UX/UI (Sketch, Adobe XD, Photoshop), EDM, email marketing, animated banners, Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator, Indesign, Acrobat Pro, Adobe Animate), **CMS** (Wordpress, Concrete5, Silver Stripe), **Front-end development**, HTML5, CSS3, Javascript, JQuery, PHP, and Action Script. **Analytics**, Google Analytics, Google Data Studio.

Responsibilities and Achievements

I was responsible for:

- Digital production management for a digital agency and planing, trafficking work, quoting jobs, managing staff and contractors, briefing jobs, reporting to the board, setting up digital advertising campaigns using adwords, social media, EDM, native advertising and analytics. Building and upgrading e-commerce, healthcare, lead generation landing page websites and HTML commercial apps.

- Front-end development, digital design, for digital EDM campaigns leading up to Christmas.

Digital Project Manager & Digital Designer for Shire (formally Baxalta and Baxter)

January 2015 – July 2017

Digital Skills

Digital project management, agile project management, **digital design**, Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator, Indesign, Acrobat Pro, Premiere Pro, Adobe Animate), **Front-end development**, HTML5, CSS3, Javascript, JQuery, Angular, **CMS** (Teamsite, Sharepoint, Sitecore, Typo3), website testing, website deployment, EDM, web forms, video hosting, commercial cloud based applications, Web Trends Analytics, Google Analytics, Google Web Master Tools, C#, Java.

Responsibilities and Achievements

I was responsible for:

- Managing the rebranding of over 100 commercial websites and development of over 40 corporate websites. Using agile project management to work effectively with site owners, corporate stakeholders, IT teams and agencies, in over 40 countries. Delivering on tight deadlines, reducing turn around and approval times by 75% and reducing costs by 80%. This involved; project management, digital design, front-end development, HTML5, CSS3, LESS, Javascript, JQuery, Angular JS, back end development, testing and site deployment.

- Managing the rebranding of commercial e-detailing sales apps, digital surveys, emails and other commercial applications, for all global regions (Europe, Asia/Pacific, North America and South America) outside the USA. – This involves digital project management, global communications, responsive digital design, front-end development (HTML5, CSS3 styling and animation, LESS and Javascript) and testing.

- Managing the split of the commercial IT's cloud based applications, for all global regions (Europe, Asia/Pacific, North America and South America) outside the USA for Project Gemini. – Resulting in the successful migration of all hundreds of users and thousands of pieces of media for the global business in over 40 different countries, ahead of the split of Baxalta business from Baxter. This involved; project management, planning, stakeholder management, change management, global communications, training, digital design, front-end development and back end development, testing and documentation writing. The systems I worked on were; e-detailing, digital sales tool, EDM, email marketing automation, digital surveys and web forms, enterprise video hosting platform, event management application.

- Managing website maintenance and upgrading projects for 100 commercial websites around the globe. This included setting up, Web Trends Analytics, Google Analytics, Google Web Master Tools, 404 page implementation for 100 websites.

- Managing the set up and training of a new cloud based advertising approval platform Veeva Promomats. This included training 2000, internal business and external agency users globally, over a 1 month period, to meet tight business deadlines. Training involved webinars, video tutorial, written how to guides, on site training and after launch support.

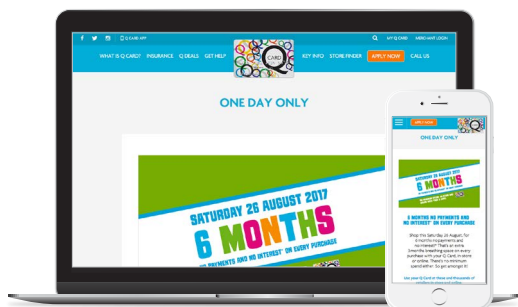### Front-end Developer and Digital Designer for Creative Store

July 2014 – January 2015   (Contract Role)

Digital Skills

Digital project management, agile project management, **digital design**, responsive website design, UX/UI, EDM, email marketing, flash banners, Adobe Creative Suite (Dreamweaver, Flash, Photoshop, Illustrator, Indesign, Acrobat Pro, Adobe Animate), **CMS** (Wordpress, Drupal), **Front-end development**, HTML5, CSS3, Javascript, JQuery, PHP, and Action Script.

Responsibilities and Achievements

- I worked with a number of agencies and companies doing; front-end development, digital design, digital project management, responsive website design, UX/UI, Wordpress, Drupal, HTML5, CSS3, LESS, Javascript, JQuery, PHP, EDM, email marketing, flash banners, and Action Script. – This role relied on being flexible and adaptable in my work approach. Constantly adapting to new environments, building new working relationships, learning new systems and technologies to become a subject matter expert.

Director for Monkey Creative

January 2013 – June 2014

Digital Skills

Website design and development for desktop and mobile devices, **digital design**, Adobe Creative Suite (Dreamweaver, Flash, Photoshop, Illustrator, Indesign, Acrobat Pro, Premiere Pro, After Effects), content management, **CMS** (Wordpress, Drupal, Custom CMS), **Front-end development,** HTML5, CSS3, Javascript, JQuery, PHP, MySQL and Phone. Some back end programming in the following languages; C++, Java and Objective-C.

Responsibilities and Achievements

- I founded Monkey Creative in 2013. I set up the company, started promoting the company, managing accounts, business planning, quoting, budgeting, creative direction, graphic designer, responsive digital design, web development, front-end development, back end development and branding.
- Responsive digital design, UX/UI design, front-end development (HTML5, CSS3, Javascript, JQuery) and back end development of company websites, based on PHP, MySQL and ASP.NET technologies. This included; re-designing of company website for Heat Pump Services resulting in increased inquiries and quotes for the company.
- Setting up Wordpress websites for companies so they can actively manage their websites.
- Creating advertising campaigns that included, digital flyers, EDMs, social media add banners and printed posters.

Designer for IAG New Zealand Ltd

September 2006 – July 2012

Digital Skills

Digital project management, agile, scrum, **digital design**, E-documents, websites design, responsive website design, UX/UI, EDM, email marketing templates, banner adverts, (animated and static), flash banners, Adobe Creative Suite (Dreamweaver, Flash, Photoshop, Illustrator, Indesign, Acrobat Pro, Premiere Pro, After Effects), content management, **CMS** (,Sharepoint), **Front-end development**, HTML5, CSS3, Javascript, website testing, EDM, web forms, and video editing.

Responsibilities and Achievements

- The role contained a mix of: graphic design, print management, quoting, budgeting, agile project management, digital design, front-end development, website content management, brand development, advertising and marketing concept development, video editing and photography.
- Working in agile, scrum teams to deliver digital projects, eg. State website and company IT projects.
- Building wireframes, UX/UI design, digital design and front-end development for the State and NZI and other company websites.
- Producing digital adverts, flash animated banner ads, email templates, front-end development, action script, website content management with Sharepoint, A and B testing, Google Analytics for the State, NZI and other company websites.
- Huon Project (September 2006 - March 2007) – I successfully managed the design, development and production of the State policy wordings. The project budget was $2,000,000.
- Print management for all IAGs printed material. – I was able to decrease the companies printed material in stock from $1,000,000 of stock to $200,000 with an increasing number of printed products. This was achieved by introducing better quoting, budget control processes, consolidation projects, better supplied management and incorporating digital publishing technologies.

- Three months as acting studio manager while the studio manager was on sick leave. – While acting as studio manager I successfully on boarded and trained a new staff member and manage a number of temp designers. Also managing a heavy studio workflow and client expectations, with no decrease in service levels.
- Created sale incentive campaigns – Resulted in an overall increase in sales and motivated the bottom third of the sales staff to become the top third performing group of sales staff. This was achieved with a mix of cash incentives, social recognition and sales training.

Designer for Team Maddison

April 2005 – September 2006

Digital Skills

Website design, digital design, Adobe Creative Suite (Dreamweaver, Flash, Photoshop, Illustrator, Indesign, Acrobat Pro), content management, **front-end development,** HTML, CSS, website testing and deployment.

Responsibilities and Achievements

- Team Maddison was a franchise consultancy. I developed branding strategies and brand guidelines for various companies. My main role involved, brand development, website design, front-end development, content management, website testing and deployment, building out the companies collateral, eg. Letterheads, business cards, brochures, etc. I was also involved in rewriting and reviewing business documentation.

Designer for Quinn Recruitment

September 2004 – March 2005 (Contract Role)

Digital Skills

Digital design, EDM email templates, digital documents, Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator, Indesign, Acrobat Pro), **Front-end development**, HTML and CSS.

Responsibilities and Achievements

- I worked for Quinn Recruitment as a temp graphic designer, working for a number of agencies and companies. The work mainly involved producing, printed material, advertising flyers, digital flyers, EDM email templates, and illustrations. – This role relied on being flexible and adaptable in my work approach, constantly adapting to new environments and learning new systems.

Designer for Hobeca Trading Co.

June 2001 – August 2003

Digital Skills

Digital design, Websites design, content management, digital photography, Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator, Indesign, Acrobat Pro), **Front-end development**, HTML and CSS.

Responsibilities and Achievements

- As the designer, I did the digital design, front-end development, back end development and deployment of the company websites. I produced marketing material, point of sales displays. I also was responsible for product photography, print management, quoting and budgeting.
- Moved the company into digital photography and managed the photography of 8000 stock lines. Saving the company thousands of dollars in photography costs.
- Produced product catalogues, advertising flyers, digital adverts and product displays to assist the sales team.

Tertiary Education

Graduate Diploma in Computer Publishing
(AUT 2001).

Bachelor of Visual Arts
(Painting, AUT 2000).

Certificate Intermediate Studies Visual Arts
(AUT 1997).

Other Tertiary Education

Project Management Training
(Project Management Institute, NZ 2015-17)

Big Data Foundations: Techniques and Concepts (Lynda 2016)

Introduction to Chinese Language and Culture
(The University of Auckland 2014)

XML Essential Training (Lynda.com 2014)

JavaScript and AJAX: Integration Techniques (Lynda.com 2014)

JQuery for Web Designers (Lynda.com 2014)

Programming Foundations: Refactoring Code (Lynda.com 2014)

HTML5: Structure, Syntax, and Semantics (Lynda.com 2014)

UX Design: 5 Creating Scenarios and Storyboards (Lynda 2014)

Learning Mobile Web Design & Development (Lynda.com 2014)

Toast Master (2013-14)

Learning Java Applications (Lynda.com 2013)

PHP with MySQL Beyond the Basics (Lynda.com 2013)

Programming Foundations: Object-Oriented Design
(Lynda.com 2013)

Foundations of Programming: Databases (Lynda.com 2013)

User Experience Fundamentals for Web Design (Lynda.com 2013)

Foundations of UX: Content Strategy (Lynda.com 2013)

Programming Foundations: Fundamentals (Lynda.com 2013)

Effective Business Writing
(New Zealand Institute of Management 2007)

Certificate In Te Ara Reo Maori : Level 2 and 3
(Te Wananga o Aotearoa 2006 - 07)

Certificate of Completion Introduction to Welding
(Arc, Mig and Tig) (AUT 2003)

Certificate of Completion Basic Car Maintenance
(Uni Tec 2002)

Certificate of Completion Outward Bounds (1996).

Personal Information

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