Richard Llewellyn

Front End Developer and Designer

Richard Llewellyn
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Profile

A versatile front end developer and designer based in London with expertise in website design, UI, typography, branding, and motion graphics. A quick learner, I'm self-motivated, creative, and conscientious. My confidence allows me to excel independently or collaboratively, and I'm known for reliability in achieving objectives.

Skills

Design Software
Photoshop, Illustrator, After Effects and InDesign.

UI & Prototyping
Figma and Invision.

Coding
HTML5, CSS3, Javascript ES5/ES6, jQuery, React, Node.js, Bootstrap, Tailwind, Git

Personal Skills
Time management, clear communication, attention to detail, teamwork, problem solving.

Experience

Webdadi / *Senior Graphic Designer*
March 2015 - Present, London

Commenced my journey as first-line support on the Helpdesk, aiding clients in resolving issues or addressing inquiries concerning their websites. Used Salesforce to raise cases and diligently manage client interactions.

Additionally, undertook minor design assignments, including the creation of a new sales brochure and business cards for the company.

Elevated to the role of Graphic Designer in 2017, I began taking on the responsibility of designing and constructing website templates that were traditionally developed by our in-house development team.

Promoted to Senior Graphic Designer in 2019. Provided guidance and support to Junior Designers, offering creative direction to enhance the quality of their work.

Formulated and crafted the new brand guidelines for Webdadi, ensuring a cohesive and impactful visual identity.

Explored diverse naming options for our innovative CRM Software, Via, and concurrently developed its distinctive logo.

Conceptualised and designed the highly acclaimed Atom website template, which has become the company's flagship design, adopted by 90% of our clients. Currently, it stands as the exclusive template endorsed by our sales team.

Established a comprehensive design system using Figma for the overhaul of the

Webdadi website. Employing the atomic design methodology, every element was meticulously redesigned from the ground up. The implementation of the new website resulted in a significant surge in leads and conversions.

Employed Wrike to monitor and manage all ongoing projects, consistently updating my project manager to ensure timely delivery of all work.

Snappy Snaps / Graphic Designer
February 2011 - March 2015, London

Designing logos, business cards, leaflets, and posters for individuals and businesses, as well as preparing PDF artwork for high volume print suppliers.

Photo restoration and retouching, as well as digital and film printing.

Designing and producing photo-gifts, such as T-shirts, mugs, placemats etc.

Customer Service and Sales.

D&AD / Awards Production Assistant
February 2010 - June 2010, London

Handled the collection and storage of award entries, addressed queries from entrants, and performed data entry tasks.

Aided in setting up the D&AD awards show at Olympia London, and assisted juries when judging award entries.

Other Experience

EDX / Bootcamp in Front End Web Development
November 2023 - March 2014, Online

A 16 week course in Front End Development, learning skills such as HTML, CSS, Javascript, as well as frameworks such as Bootstrap, jQuery and React. Also gained experience in server side environments such as Node.js, and developed knowledge of version control with Git.

D&AD / Advertising Workshops
August 2010 - October 2010, London

Participated in an 8-week program pitching a variety of work to leading Advertising and Design agencies such as BBH, JWT, Fallon, Euro RSCG, Blue Hive, and Tomato.

Education

University of Wales, Newport / BA (Hons) Advertising Design
2006 - 2009

Grade achieved - 1st Class

Neath Port Talbot College / A/AS Levels
2004 - 2006

Graphic Design – A (A Level)

Accounting – B (A Level)

Media Studies – A (AS Level)

Mathematics – C (AS Level)

Llangatwg Comprehensive School / GCSEs
1999 - 2004

9 GCSEs: A-C Grade