

ALEX BARNES

Experienced Email Designer And Developer

LinkedIn Profile

-  Contact
-  Website
-  Brighton, UK

SUMMARY

Dynamic, innovative, and forward-thinking Email Designer and Developer with over 14 years of experience in creating high-impact email campaigns, bespoke templates, design systems, and optimised user journeys for globally recognised brands.

A natural problem-solver with an eye for detail and a knack for taking underperforming elements and transforming them into high-engagement assets, I specialise in blending technical expertise with strategic insight, to translate brand messages into visually compelling experiences that convert.

Known for my agile and hands-on leadership approach, and a deep commitment to accessibility, I thrive on tackling complex challenges, reimagining processes, and consistently elevating team performance to deliver seamless campaigns that resonate across sectors and audiences.

EXPERIENCE

Lead Email Designer / Developer

July 2017 - Nov 2024

Secret Escapes

London, UK

Secret Escapes is a global, online, luxury travel brand with a portfolio featuring thousands of destinations. Email is their primary channel for engaging their audience of over 30 million subscribers.

- Developed and led a high-performing team, establishing and maintaining frameworks for email deliverables that ensure lightweight, responsive, and dark mode-optimised code to maximise click-through and conversion rates across all clients.
- Revamped the Welcome Journey, significantly boosting audience engagement, achieving a remarkable reduction in unsubscribe rates, and increasing first-time buyer conversions within a 14-day turnaround.
- Pioneered an innovative COVID-19 response strategy with country spotlights, resulting in an unprecedented 140% engagement spike during a period of restricted travel.
- Created robust design systems to align bespoke email campaign communications with web and App standards, enhancing promotional, BAU, Journey- and trigger-based emails, as well as banners and landing pages.
- Delivered comprehensive training to the wider business, documenting fixes and changes to our code base, while introducing a structured briefing process, complemented by quarterly code and design reviews.
- Enhanced operational efficiency across the business, boosting productivity and breaking down silos by implementing project sizing for greater visibility and task tracking.

Digital Content Developer

Jan 2015 - July 2017

JustGiving

London, UK

JustGiving is an online fundraising platform that helps people raise money for charities, schools, and community groups.

- Collaborated with internal marketing and CRM teams to deliver engaging, innovative, data-driven email campaigns, connecting with both B2B and B2C audiences to increase fundraising on the platform.
- Spearheaded the London Marathon email campaign transition from Virgin, orchestrating a large-scale, impactful campaign that boosted donation rates.
- Introduced efficient in-house content processes and developed a centralised internal code base to optimise cross-device audience engagement, driving a measurable increase in user donations and reach.

Senior Campaign Designer

Feb 2010 - Dec 2014

Sign-Up.to

Surrey, UK

Sign-Up.to was a multi-channel marketing agency that specialised in email marketing to help B2C clients reach their audience.

- Responsible for the creation of bespoke design and coding for email marketing campaigns for brands such as Tesco, Brasserie Blanc, The Scottish tourism board and Ghost, collaborating closely with account managers to meet tight deadlines, while maintaining impeccable brand standards.
- Led the research and implementation of new development processes for a mobile optimised approach.

Internship

July 2009 - Dec 2009

Mpora

London, UK

Mpora is a division of Factory media, responsible for both online and print versions of the UK's best known extreme sports publications.


- Contributed to design and marketing projects for prominent clients such as Sidewalk and Whitelines, creating marketing materials for both web and print, and content editing newsletters for enhanced brand presence.





STRENGTHS


Responsive, Dark Mode-optimised email development and design; building and leading dream teams; proven results in boosting engagement, lowering unsubscribe rates, and maximising conversions; mentoring and training; identifying and integrating missing puzzle pieces of complex projects; overhauling and refining processes and ideas to drive innovation and success; developing effective brand strategies through R&D.

ACHIEVEMENTS

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Took Secret Escapes emails to the top 10% globally in terms of accessibility, compatibility and Dark Mode optimisation.
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Multiple email design awards; featured on reallygoodemails.com
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Achieved 22% uplift in abandon basket conversion rates following a 2023 code and design overhaul.
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Created and led a high-performing team of email developers, launching over 30 dynamic customer journeys in 2022.

TOOLKIT

CSS	Iterable
Photoshop	Salesforce
HTML5	Litmus
Figma	Assana
Sublime	Miro
After Effects	Github
Sketch	

PASSIONS

In no particular order, I enjoy the following: Drumming, writing, video games, reading, taking snaps, the pub, travelling, snowboarding, the X-files, drinking tea with friends and people watching

-  My portfolio
-  Contact