

DOUG HANSON

WEB DESIGNER

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"I am passionate about what I do and always give 100%. When I undertake a project or task, I don't just complete it, I go the extra mile and make it better than requested."

PROFESSIONAL PROFILE

A driven, creative professional with a broad technical skill set. An excellent communicator experienced in interpreting and implementing client and staff visions of new websites and digital creative. Enjoys collaborating with colleagues and clients, and will voluntarily help and teach whenever needed, with expertise ranging from design, development and conceptualization to programming and management. Over 6 years industry experience in web design & development roles.

SKILLS SUMMARY

Technical

HTML5
CSS3
JavaScript
jQuery
SASS/Less
Git / Version Control
PHP
Gulp / Grunt
SMACSS / OOCSS
Angular JS

Delivery

UX / UI Design
Cross-browser Compatible
Responsive Web Design
Mobile Development
Google Analytics
SEO / SEM
Google Adwords / Adsense
Project Management
Standards Compliant
User Testing

Software

Photoshop Illustrator
Dreamweaver
Visual Studio
Brackets / Sublime
Microsoft Suite
Adobe SiteCatalyst
Epsilon DreamMail

- Experienced designer & developer with a resolute customer focus
- Strong knowledge of best practice web design and usability & accessibility guidelines
- Strong track record of effective stakeholder management
- Good technical understanding and a keen interest in emerging technologies
- Commitment to achieving highly measurable results
- Strong analytical capabilities and competitor evaluation
- Articulate, with strong communication and leadership skills, and a hands-on approach
- Highly autonomous with acute attention to detail
- Skilled at tackling tasks ahead of time, handling a great variety of tasks and responsibilities simultaneously, working well under stress

CAREER PROGRESSION

IINET

October 2013 to Present

Senior Website Designer

Role: To deliver design, development, and ongoing maintenance of web-based products and systems to support business initiatives. Create prototypes, UI, IA, graphical and architectural requirements, and conduct usability assessments to evaluate solutions at the information architecture & design level.

Achievements

- Wireframed, designed and implemented countless updates to the existing iiNet websites whilst adhering to strict brand guidelines. Includes work for the subsidiary brands of Westnet, Adam Internet, and Internode.
- Managed a team of 3 junior designers, helping to develop their skills in web design and development.
- Redesigned multiple core product pages and landing pages to be responsive, whilst creating a more consistent and improved user experience, resulting in lower bounce rates and improved conversion.
- Used best practices to redesign the checkout and sign up process, resulting in a higher conversion rate and lower dropout rates.
- Conducted multiple user testing sessions to gather unbiased feedback on new prototypes, identified areas for improvement, and implemented appropriate revisions.
- Reduced the number of inbound support calls by working with a 3rd party vendor to integrate a new mobile self-care solution on the website.
- Redesigned the entire support section (iiHelp) with an intuitive, responsive layout that made content far more accessible through search, filtering and a strong visual & information hierarchy.

BANKWEST

June 2010 to October 2013

Digital Production Specialist

Role: To design and deliver innovative digital creative elements to drive Bankwest initiatives.

Achievements

- Programmed and added designs to existing Bankwest website; troubleshooting any problems that occurred.
- Developed CSS and Javascript to enhance functionality and user experience across several areas of the Bankwest website, including interactive image carousels utilising the JQuery library.
- Designed and coded several dynamic campaign landing pages for multi-million dollar campaigns, using a combination of HTML, CSS & Javascript/JQuery. Pages were optimised to increase sales conversion and strengthen the brand.
- Designed and coded interactive credit card calculators with Javascript.
- Designed and coded several of the Bank's EDM marketing templates ensuring they were compatible with a large number of email clients, as they have been delivered to hundreds of thousands of customers to date.
- Assisted team members with large scale application development projects (up to 6 months duration).
- Designed the layout for the existing Bankwest mobile phone app, and created and supplied all imagery.

BANKWEST

May 2009 to June 2010

Online Marketing Manager

Role: To manage the marketing and customer experience of multiple product portfolios via the online channel. Responsible for implementing well defined campaign strategies, campaign optimisation, budget management, agency relationships, and online creative development. I work with key stakeholders to analyse, plan, refresh and deliver core content through the online channel.

Achievements

- Worked with several product stakeholders across the bank, to gather, define, and deliver key requirements for the new Bankwest website, including refreshing/creating over 150 pages of content.
- Have saved the bank over \$120,000 to date by bringing the development of digital creative in house, utilising my skills in Adobe Photoshop, Flash and HTML/CSS.
- Effectively managed multiple marketing budgets, totaling over \$3M, to improve ROI through optimisation and testing of Search, Display and Affiliate marketing.
- Managed a project to refresh the look and feel of the Bankwest website, to improve performance and align better with the brand.
- Overhauled the eCommerce intranet site to improve information sharing with internal stakeholders and raise the profile of eCommerce within the bank.
- Managed over 40 key client relationships successfully both internally and externally.
- Was awarded the Quarterly Champion of the Strategy & Products division at the bank during Q4 of 2009, for going above and beyond what is expected in my role.

BANKWEST

August 2007 to May 2009

Online Marketing Coordinator

Role: To coordinate the Bankwest online marketing and sales function, responsible for online marketing execution, management information reporting, agency relationships and strategic projects.

Achievements

- Led the delivery of several new 'hero' product launches for the bank, including the most successful product launch in the bank's history, exceeding targets by 722%.
- Led an online awareness building campaign for Bankwest's leading transaction account, with a resulting click through rate (CTR) of 1.3%, well exceeding industry benchmarks of 0.17%.
- Implemented multiple online solutions for sponsorship activities, including leading the development of micro sites, which raised the profile of Bankwest within the online community.
- Designed and implemented more effective Management Information (MI) reporting templates, to communicate with stakeholders on a regular basis.
- Managed numerous stakeholder relationships successfully both internally and externally.

WCR INTERNET MARKETING
Internet Marketing Consultant

June 2006 to August 2007

Role: To manage a wide, varied portfolio of over 20 clients and improve ROI through Search Engines by implementing proven SEO methodologies. Responsible for setting up, managing, and optimising small SEM campaigns within Google Adwords to drive acquisitions and improve ROI.

Achievements

- Tripled online traffic within 4 months for a mid-sized client and increased acquisitions by over 110%. I did this through attaining several page 1 rankings for high volume keywords through successfully implementing best practice SEO techniques.
- Successfully made ongoing recommendations to clients regarding websites and content, to increase their online revenue and customers' experience.
- Trained two newcomers to the team, making them aware of company processes, and best practice SEO and SEM marketing techniques.

EDUCATION

VISION AUSTRALIA
Certification in Web Accessibility Techniques and Testing

March 2015

NETPRESS MEDIA
Certification in Flash Rich Media Development

April 2010

ADMA
Diploma in Digital Marketing

November 2008

EDITH COWAN UNIVERSITY
Bachelor of Computer Science

2000 to 2004