

# EDWARD HATRICK-SMITH

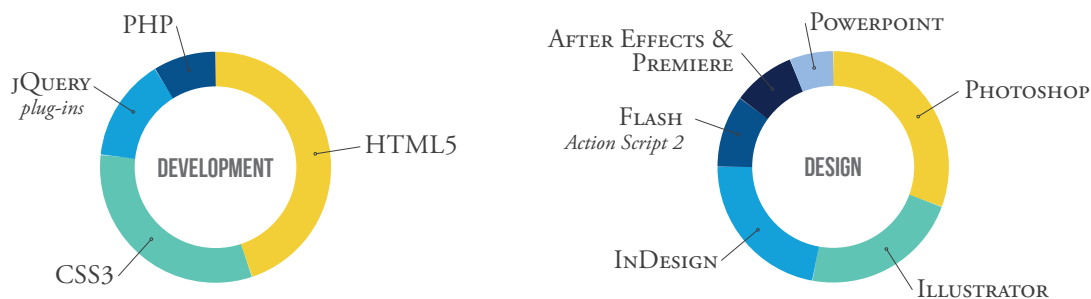
*Web: designer, developer, problem solver*

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## PROFILE

A front-end developer and web designer with approximately 4 years industry experience. Diverse skill-set with valuable and practical expertise in a range of fields. Adept at finding effective solutions to web problems. Thrives on challenge and calm under pressure from work loads and deadlines. Composed with a demeanor and communication abilities that are favoured by colleagues and clients alike.

## SKILLS



## EXPERTISE

### Development:

Development from concept to completion of primarily small to medium sized websites. Strong understanding and practice of staged, incremental development of large websites. Experienced in developing and administering on a variety of CMS platforms such as WordPress, Joomla, SilverStripe and B-Web. Knowledgeable of contemporary best practices for responsive layouts, extensive S.E.O, e-commerce, site analytics and browser performance optimisation. Currently learning preprocessing with Sass.

### Design:

Experienced at designing for the web including full website design, mobile sites, banners, smart-phone apps, HTML EDM's and other content. Competent at producing conceptual print documents and other brand collateral such as flyers or complex marketing presentations. Excels when designing within existing brand guidelines. Passionate about typographic principles and photography.

### Marketing and Social Media:

Has an excellent understanding of contemporary marketing strategies and how they can be leveraged for the benefit of clients. Creation and implementation of Facebook applications and competitions. Knowledge of the effective application and management of other marketing campaigns such as Google AdWords and EDM campaigns. Strong language skills aid in writing / editing copy.

## ACHIEVEMENTS

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- Co-planned and executed an extensive SEO project for the [catchsoftware.com](http://catchsoftware.com) site which included improved meta-data, emilination of duplicate content, a complete architecture restructure, re-design for improved conversion, amongst others. Performance as of 18.11.2013 show's a month on month increase of 52.3% total visits, 230.8% organic visits and a conversion lift from 1:115 to 1:80.
- As the developer for the three person Carbon team, I played an integral role in growing client revenue from \$49,000 in 2011 to \$215,000 in 2012. An estimated \$550,000 worth of internal (non-invoiced), work was also completed for TRN in 2012.

## HIGHEST EDUCATION

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**Bachelors Degree of Design** (major in media design): UNITEC - Institute of Technology, 2003 - 2007.

## EMPLOYMENT HISTORY - *References are available on request*

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**Web Designer:** [Catch Software](http://Catch Software) - *June 2013 - Present.*

Catch develops an innovative testing and QA platform, Enterprise Tester and sells 3<sup>rd</sup> party software products and services to test teams globally. In a newly created position, my role was primarily to develop and optimise the company web sites, focusing on increased traffic and conversions. I additionally designed all marketing content and acted as the Catch brand designer.

**Web Developer:** [Carbon Studios](http://Carbon Studios), The Radio Network (TRN) - *February 2011 - May 2013.*

Carbon Studio provides design services to TRN clients and radio brands nationwide. I was responsible for all client web development, as well as variety of web and print design, for clients and TRN brands.

**Sales Assistant:** Harvey's Furniture, Oxford - *March - September, 2010 - on O.E.*

Sales Assistant role in a competitive, international furniture retailer, Harvey's Furniture. Was ranked 3<sup>rd</sup> for up-sales of insurance on orders over £10,000, from over 170 nationwide stores.

**Field Sales Agent:** Kinetic Power Services (KPS) / Mangolund - *June 2009 - March 2010 - on O.E.*

100% commission based field sales role for U.K. gas and electricity suppliers Scottish Power and EDF. Placed second in an agency wide competition for confirmed sales at Scottish Power from 40+ agents.

**Self Employed Designer / Developer:** [Dodec](http://Dodec), London - *February 2009 - June 2009 - on O.E.*

Provided design and development services to Dodec, assisting in client design production.

**Web Designer:** [AutoBase LTD](http://AutoBase LTD). - *October 2007 - October 2008.*

Was responsible for the design and development of AutoBase customer websites as well as client facing collateral such as product documents. Designed and distributed HTML email newsletter.

**Self Employed Designer:** Ed Hatrick-Smith Design - *December 2006 - March 2007.*

**Food and Beverage Supervisor:** The Edge - Theatre and Conventions - *2004 - 2007.*

## EXAMPLES OF WORK

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Please see my portfolio at [ed-hatrick-smith.com](http://ed-hatrick-smith.com)