

# NATALIE DIXON | WEB DESIGNER & FRONT-END DEVELOPER

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- I'm a London-based web designer and front-end web developer. My background in editorial and communications means that I see web projects in the context of larger content strategies—leading to sharp, targeted sites that provide clear calls-to-action. **I craft code, but don't talk in it.**
- I design and build WordPress sites for small businesses and nonprofits, turning designs into dynamic, easily updated sites.
- Two years' experience in designing for print and web, including designing websites from scratch—creating visuals to briefs before coding them into life.

## TECHNICAL SKILLS

- **Development:** HTML5, CSS3, CSS pre-processors SASS and LESS, responsive frameworks including Skeleton and Bootstrap. Experience of JavaScript and Gulp.
- **Design:** Adobe Photoshop, Illustrator, InDesign and Acrobat Professional. Can create custom visuals, including web-friendly vector artwork. Experience of wire-framing. Experience of designing for WordPress.
- **Communication:** Microsoft Office (Word, Excel, Outlook, PowerPoint), Entourage, Outlook, Gmail. Fully competent on both PCs and Macs.

## WORK EXPERIENCE

- Aug-Sept 2015:**      **Freelance web projects, including**
- ◆ **Barney's Bubble** ([www.barneysbubble.com](http://www.barneysbubble.com))  
Designed and built a website for a small home-stay business using HTML, CSS, SASS, Skeleton and WordPress. Produced custom vector artwork to brief.
  - ◆ **Portfolio site** ([www.nataliejdixon.com](http://www.nataliejdixon.com))  
Designed and built own portfolio website using self-taught HTML, CSS, LESS, Skeleton and WordPress skills to create a responsive online platform.
- Oct 2013-July 2015:**   **Travel to Asia, Australia and New Zealand:**
- ◆ Developing resilience, adaptability and excellent communication skills
  - ◆ Freelancing as a graphic and web designer, building great working relationships with clients to create websites and marketing materials to briefs, developing HTML, CSS, Photoshop, Illustrator and InDesign skills
  - ◆ Working in non-English-speaking/unfamiliar contexts, including an Indian farm
- July-Sept 2014:**      **Assistant in Internal Communications, TIO, Darwin, Australia**  
Temporary role in Internal Communications. Duties included:
- ◆ Creating intranet banners and articles to support internal campaigns
  - ◆ Delivering campaigns across multiple communications channels (email newsletters, social networks and the intranet) to inspire employees
  - ◆ Copy-writing and editing communications in line with internal branding
  - ◆ Planning and agreeing a strategy with senior figures to lead a six-week campaign, coordinating branded emails with interview-based intranet articles
  - ◆ Providing guidance on communications goals and positioning

**Jan 2013-Sept 2013: Assistant Editor – Asterix (book series), Orion Publishing Group, London**

Project management position overseeing the update of a leading children's comic book series. Duties included:

- ◆ Proofreading and checking visually complex material, including ebook files
- ◆ Collating and relaying corrections to ensure series consistency
- ◆ Liaising with internal and external contacts in the context of setting deadlines

**Sept 2010-Jan 2013: Assistant Editor, Longtail Publishing, Kensington, London**

Work for a bilingual business publisher:

- ◆ Creating and amending page layouts, web graphics, adverts and marketing or event materials in Photoshop, InDesign and QuarkXPress
- ◆ Coordinating the launch of a new website, providing feedback and collating content
- ◆ Copy-writing, copy-editing and proofreading
- ◆ Managing dual-language publications to tight deadlines, involving liaison with international freelancers, contributors, printers and translators
- ◆ Quality-checking/preflighting of images/PDFs
- ◆ Preparing InDesign templates for use by international teams and freelancers
- ◆ Designing and producing a prototype for a promotional iPad App, rethinking content in line with altered user experience
- ◆ Hand-coding a Kindle e-book

## EDUCATION & QUALIFICATIONS

**2007-2010: BA Hons English, Trinity College, University of Cambridge – Class: 1<sup>st</sup>**

An academically rigorous degree requiring advanced written communication skills. Achieved a 1<sup>st</sup> in all three years.

**2000-2007: Westcliff High School for Girls, Westcliff-on-Sea, Essex**

- ◆ *A-Levels:* English (A), History (A), Politics (A) and Art (A)
- ◆ *GCSEs:* 9 A\*s including *English Literature and Maths*, 2 As

## ACTIVITIES & INTERESTS

**Oct 2013-July 2015: Personal development and boundary-pushing while travelling, such as:**

- ◆ extensive multiday trekking in the Himalayas, New Zealand and Vietnam, requiring perseverance and determination
- ◆ intensive, discipline-testing yoga and meditation courses in India and Thailand

**Jan 2013-July 2013: Volunteer Designer, Nowhere festival**

Designed the logo and general visuals for an arts festival, producing print-ready work to deadlines and technical specifications.

**Jan 2011-July 2013: Volunteer Editor, Nowhere festival Survival Guide**

Managed the production of a festival guide into five languages. Worked as part of a multilingual international team, voluntarily sourcing, editing and proofreading contributions and liaising with team members via meetings, phone-calls and emails.

**General interests:** Creative technology, digital design, creative writing, digital art, painting and fire performance.

*References available on request*