

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.
- **Design:** self-taught advanced in Adobe Photoshop, Illustrator, InDesign and Acrobat Professional. Can create custom visuals, including web-friendly vector artwork. Experience of wire-framing. Experience of designing for CMSs, particularly WordPress.
- **Communication:** Microsoft Office (Word, Excel, Outlook, PowerPoint), Entourage, Outlook, Gmail, Trello. Fully competent on both PCs and Macs.

WORK EXPERIENCE

Aug-Sept 2015: **Freelance web projects, including**

- ◆ **Portfolio site** (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.
- ◆ **Barney's Bubble** (www.barneysbubble.com)
Designed the visuals for a WordPress website for a small home-stay business, including producing custom vector artwork to brief.

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:

- ◆ 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
- ◆ Creating and amending page layouts, web graphics, adverts and marketing or event materials in InDesign and QuarkXPress

EDUCATION & QUALIFICATIONS

2007-2010: BA Hons English, Trinity College, University of Cambridge – Class: 1st
An academically rigorous degree requiring advanced written communication skills. Achieved a 1st 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