

NICK THOMPSON

Creative Digital Design
& Development

Portfolio: nickthompsondesign.github.io

INFO

British | 04/03/1991

Leeds, UK/Remote

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EDUCATION

Google UX Design Certificate

BA Hons Business & Marketing 2:1
Sheffield Hallam University

A Levels

- Design & Technology: Graphic
- Applied Business Studies
- Psychology

SKILLS

Photoshop

Illustrator

SEO

Video Editing

Web Design

Wordpress

Email Marketing

Premiere Pro

After Effects

Javascript

PHP

HTML/CSS

Print Management

Accessibility

Spanish Written/Verbal

HOBBIES

Music Production/Writing

Travelling

Cooking

Gym/Fitness

Languages

TV/Film



PERSONAL STATEMENT

I'm Nick Thompson, a Creative Digital Designer & Developer with expertise in web design, UI/UX, and coding (HTML/CSS/JS/PHP). I've had the opportunity to lead cross-functional teams and deliver high-quality digital design solutions for global brands like P&G, Nestlé, and Mars. I'm passionate about creating visually compelling digital experiences and have a strong track record in collaboration and clear communication. I thrive in fast-paced environments and always stay on top of emerging trends to ensure my designs remain innovative and impactful.



WORK EXPERIENCE

- Lead Web Designer - Campaigns Team** | ASDA | UK 12-2019 – Present
 - Conceptualising UI/UX designs through wireframe mock-ups and interactive high-fidelity prototypes
 - Leading design efforts for new product development, collaborating with development and sales teams to create, design, and code custom event pages with supplier-funded opportunities
 - Creating and managing media assets (web pages, banners, GIFs, videos) to drive client engagement
 - Creating and coding bespoke web pages for leading brands such as P&G, Mondelez, Unilever, Nestlé, and Mars, ensuring high-quality execution within tight deadlines
 - Overseeing the design studio, managing templates, guidelines, and accessibility, ensuring a 99%+ implementation rate for Criteo ad-serving and bookings
- Digital & Web Designer** | Bonner & Hindley (Marketing & PR Agency) | UK 02-2018 – 12-2019
 - Designing, coding, and maintaining websites, with a focus on optimising user experience
 - Creating digital and print assets, including marketing materials, brand guidelines, videos, and animations
 - Managing digital and print production, ensuring high-quality design and seamless platform integration
 - Client account management, web support, and reporting (websites stats, social media and email)
 - Email marketing, GDPR data management, and email template build in Mailchimp and Campaign Monitor
- Digital Design & Marketing Freelancer** | Remote 02-2014 – 02-2018
 - Designed, built, and maintained websites on WordPress, optimising user experience and performance
 - Created engaging video content and graphics, enhancing brand storytelling and user engagement
 - Designed and maintained automated email campaigns, refining segmentation and targeting
 - Developed and managed marketing strategies and funnels to drive conversions and lead generation
 - Designed social media content and managed campaigns (Facebook Ads, Google Ads)
- Digital Design & Project Executive** | Inspired Performance Solutions | Spain 05-2017 – 01-2018
 - Created design artwork and managed print production to ensure quality
 - Designed and segmented multi-lingual email campaigns for maximum engagement
 - Designed digital content, developed social media strategies, and applied SEO
 - Led design and marketing projects, driving creative direction and execution
 - Collaborated with clients to optimise sales and marketing processes
- Email Design & Marketing Executive** | Printsome | Spain 05-2016 – 11-2016
 - Designing emails and management of several highly effective automated email drip programs
 - Strategic planning and tailoring of email content for several B2B segments (using Pardot and Salesforce)
 - Analysis and implementing solutions to maximise leads and increase sales
- English Teaching Volunteer** | Ministerio de Educación | Chile 08-2015 – 01-2016
 - Planning and delivering English lessons in a classroom setting for a total of over 280 students (13 - 18 years old), including leadership through classroom management and clear communication
- Junior Email Marketing Manager** | Zinio | Spain 03-2015 – 08-2015
 - Email design and build, scheduling in Oracle Responsys daily across several international markets
 - Extensive A/B testing and analysis of performance
 - Managing international website banners (web, mobile, and app) using a GitHub repository hosting
- Digital Design & Content Coordinator** | A2S Works | UK 02-2014 – 03-2015
 - Designing and creating websites, including maintenance (WordPress, HTML and CSS)
 - Design of newsletters, promotional emails (Mailchimp), video production, and graphic design
 - Delivering training programs to clients
- PPC Coordinator** | Practical Action | UK 10-2013 – 12-2013
 - Improving the quality score and relevance of existing keywords, Google Ads and their landing pages
 - Evaluating and identifying opportunities through Google Keyword tool research
- Campaigns Assistant** | Practical Action | UK 01-2013 – 09-2013
 - Designing promotional materials, landing pages, and social media campaigns on a limited budget
 - Achieving national press coverage (BBC TV and Radio) and educating the public on global issues
 - Educating the public, organising high-level events, and managing relationships, working with organisations such as the WorldBank, NGOs, internal international offices, and MEPs to influence policy
- Social Media/Digital Intern** | Practical Action | UK 08-2012 – 12-2012
 - Management of social media and digital content including graphic and video content creation
- Marketing Executive** | bmt Sales & Marketing | UK 07-2011 – 08-2012
 - Creation and management of a series of email campaigns using MailingManager/MailChimp
 - Management of the company's website regularly using HTML and Wordpress as a CMS