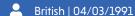
# NICK THOMPSON

Creative Digital Design & Development

Portfolio: nickthompsondesign.github.io







**.** +44 7971727886







Google UX Design Certificate

BA Hons Business & Marketing 2:1 Sheffield Hallam University

#### A Levels

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



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



Cooking

HI Gym/Fitness

A ★ 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
- $\bullet \ \ \text{Creating digital and print assets, including marketing materials, brand guidelines, videos, and animations}$
- · 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

#### $\textbf{English Teaching Volunteer} \ | \ \mathsf{Ministerio} \ \mathsf{de} \ \mathsf{Educaci\'{o}n} \ | \ \mathsf{Chile}$

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

- $\bullet \ \ \text{Designing and creating websites, including maintenance (WordPress, HTML and CSS)}\\$
- · 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

- $\bullet \ \ \text{Designing promotional materials, landing pages, and social media campaigns on a limited budget}\\$
- · 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