NICK THOMPSON

Creative Digital Designer & Front-End Developer

Portfolio: nickthompsondesign.co.uk

INFO

- British | 04/03/1991
- Leeds, UK/Remote
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CORE SKILLS

UI/UX Design | Web Design

Wireframing & Prototyping

Front-End Development

Brand Design | Video Editing

HTML, CSS, JS, PHP | Figma

Wordpress | Typography & Layout

Adobe Creative Suite

EDUCATION

Google UX Design Certificate

Graphic Design Specialization Certificate by The California Institute of the Arts

BA Hons Business & Marketing 2:1
Sheffield Hallam University

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

HOBBIES

- Music Production/Writing
- Travelling
- Cooking
- Gym/Fitness
- Languages
- TV/Film

PERSONAL STATEMENT

Creative and user-focused Web Designer and Developer with 10+ years of experience in delivering high-impact digital experiences. Skilled in UI/UX design, front-end development (HTML, CSS, JS, PHP), WordPress, and digital strategy. Known for turning complex briefs into intuitive, elegant web solutions. Proven success designing for major FMCG brands such as P&G, Nestlé, and Mars. Strong collaborator and proactive problem-solver with a sharp eye for detail and a passion for innovation in digital design.

WORK EXPERIENCE

Website Designer | Infoserve (Agency) | UK — 04-2025 – Present

- Responsible for designing, building, and maintaining responsive websites for SMEs across diverse sectors.
- Conducted client consultations to understand business goals, UX needs, and branding requirements.
- Delivered wireframes and mock-ups using Figma and Adobe XD, ensuring clear navigation and accessibility.
- Developed and launched bespoke websites using HTML, CSS, and CMS platforms (WordPress).
- Implemented on-page SEO best practices and performance optimisation techniques.
- Provided client training and documentation for site updates and ongoing content management.

Lead Web Designer | ASDA | UK — 12-2019 – 04-2025

The campaigns team at Asda manages the implementation of funded media across the Asda Groceries website.

- 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 | UK — 02-2018 – 12-2019

Bonner & Hindley is a UK-based digital marketing agency, majoring in the museums, attractions, tourism, arts and hospitality sectors.

- 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 – Present

- 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)

Other Experience | Various Digital Design & Marketing Roles — 2014–2018

Short-term and freelance roles with agencies and digital teams including Printsome, Zinio, IPS, A2S Works, and Practical Action, covering:

- Designing and managing websites (WordPress, HTML/CSS) and branded content
- Building automated email marketing flows (Pardot, Mailchimp, Oracle Responsys)
- Creating UX-optimised landing pages and multi-device digital assets
- Producing video, social, and print materials for diverse audiences
- Supporting campaign strategy, performance analysis, and A/B testing
- Working in multilingual, international, and fast-paced environmentsz