

# NICK THOMPSON

Digital, UX, Web Design & Development

Portfolio: [nickthompsondesign.github.io](https://nickthompsondesign.github.io)

## INFO

British | 04/03/1991

Leeds, UK/Remote

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## 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

## 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

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

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)

### Digital Design & Project Executive | IPS | Spain - 05-2017 – 01-2018

A digital agency working hospitality in Tenerife and globally

- Created design artwork, managed print production, and ensured quality.
- Designed multi-lingual email campaigns, digital content, and social media strategies, applying SEO for engagement.
- Led design and marketing projects, driving creative direction and client collaboration to optimize sales and marketing processes.

### Email Design & Marketing Executive | Printsomel | Spain - 05-2016 – 11-2016

Printsome is a custom printing company specialising in personalised apparel and merchandise.

- 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

Planned and delivered English lessons to over 280 students (13-18 years old), managing classrooms and ensuring clear communication.

### Junior Email Marketing Manager | Zinio | Spain - 03-2015 – 08-2015

Zinio is the largest digital magazine newsstand website and app.

- Designed and scheduled daily email campaigns across international markets using Oracle Responsys, with A/B testing and performance analysis.
- Managed international website banners (web, mobile, app) through GitHub repository hosting.

### Digital Design & Content Coordinator | A2S Works | UK - 02-2014 – 03-2015

A2S Works was a marketing agency specialising in web development, social media & internet marketing training, and video production for marketing and streaming.

- 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** - Enhanced keyword quality scores and relevance for Google Ads and landing pages, while identifying opportunities through Google Keyword Tool research.

**Campaigns Assistant | Practical Action | UK - 01-2013 – 09-2013** - Designed promotional materials, landing pages, and social media campaigns on a budget, secured national press coverage (BBC TV and Radio), and collaborated with global organizations to influence policy and educate the public.

**Social Media/Digital Intern | Practical Action | UK - 08-2012 – 12-2012** - Managed social media and created digital content, including graphics and videos.

**Marketing Executive | bmt Sales & Marketing | UK - 07-2011 – 08-2012** - overseeing email campaigns via MailChimp and website management using HTML and WordPress.