

Wayne Seddon Designer

Est. 2008

curriculum vitae

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I'm an ambitious and driven designer who loves all things creative, techy and geeky.

I come from a print background having studied Graphic Design at university and graduated in 2008. Ever since I have been learning and improving my coding skills, and applying my design principles to the ever changing landscape of the web.

I've always considered the target audience, in everything I design. What are they trying to achieve? What would my client like them to achieve? How can I help both parties achieve their goals, in the quickest, easiest and most enjoyable way possible? Answering those questions is my job!

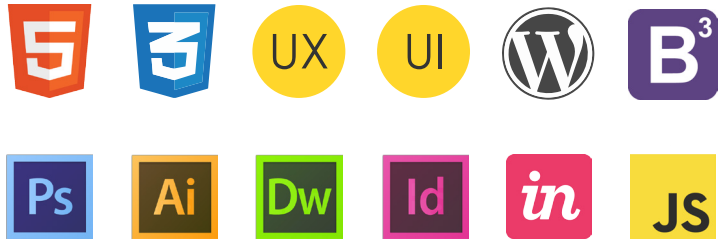
Experience

Web Designer @ JD Williams

January 2013 - Present

At JD Williams I'm a valuable member of the web design team and soon became the go-to-guy for any coding questions/solutions. I also helped to mentor two junior designers who didn't have much experience with HTML and CSS previously. During my time at JD Williams the creative department was outsourced to a third party. However, after a successful interview, I was kept on as part of a smaller multi-channel creative team taking on a more senior design role. I moved from a department store brand, Fashion World, to the flagship brand JD Williams.

My Tool Box



HTML5, CSS3, User Experience Design, User Interface Design, WordPress, Bootstrap3, Photoshop, Illustrator, Dreamweaver, InDesign, InVision, Javascript.

If good UX was a dinner party, then the UI would be the food, music and decor.

My main responsibilities

- Helping the offline designers get up to speed with all things digital.
- Working on the brand guidelines to make sure the brand translated well on the web.
- Liaising with CROs and BAs to create MVTs and A/B split tests.
- Creating user friendly interfaces.
- Creating wireframes and prototypes to present to the business before building templates to pass on to the outsourced creative team.

Key Achievements

- Being retained when 90% of the web design team had been outsourced.
- Being the first web designer to use media queries, web fonts, and the HTML5 picture element.
- Being chosen to go to conferences and workshops and then sharing my learnings with the rest of the team.
- Implementing a new filing structure and naming convention for the department.

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Experience

Graphic / Digital Designer @ First Internet

January 2011 - November 2012

At First Internet my main responsibility was to take a web design brief from the account manager and create wireframes and visual concepts taking into account SEO and the user experience. Once they had been approved by the client the work would be passed onto the developers. During my time at First Internet I also learnt front-end development so once the foundations of the website had been built I would often help out with the CSS - this lead onto me learning WordPress and I would build the WordPress websites.

I also designed and built HTML email newsletters and conducted the cross-browser and cross-email software testing and bug fixing.

As well as designing for digital projects I also took care of all the print projects too. Designing brochures, business cards and leaflets, as well as logo design and branding.

Being an individual who met timeframes and deadlines meant that First Internet always made a profit on the projects I was responsible for, as I finished under budget.

References

Wayne was a loyal and dedicated member of the team. His attitude, attendance record and time keeping were excellent.

Stephen Alexander,
Managing Director,
First Internet

Wayne is a talented digital designer with great working knowledge of creative suite.

I recommend Wayne if you're looking for a creative that can do:

- Wordpress design or development.
 - Clean email design and build
 - Design for web
 - Design for print
 - Branding
 - Character illustration
- And much, much more.*

Wayne has a friendly outgoing character. He would be a great addition to any design agency looking to recruit new talent.

Tom Pepper-Kernot,
Creative Director,
First Internet



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Experience

Graphic Designer @ Stratstone Marketing

April 2010 - November 2010

My role at Stratstone was predominantly print based, designing brochures, posters, leaflets and other promotional material like outdoor banners.

I also designed and built HTML email newsletters.

I looked after the Land Rover, Lotus and Honda franchises as well re-branding and taking care of the sister company, Chatfields Truck and Van, whose franchises include Ford, Renault and DAF.

I fitted in well with the team and my work colleagues voted me Employee of the Month in July 2010.

References

Wayne is a friendly, relaxed guy with a lot of design skills and ideas.

He had the chance to take a highly important job of re-branding a franchise which was Chatfields Truck & Van. He did a fantastic job and now Chatfields has its own individual look.

Wayne is really helpful and will work out of hours to get the job done, his creativity is growing and is very professional.

Rebecca Gilberthorpe,

Graphic Designer,
Stratstone



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Experience

Graphic Designer @ Lucy Locket

August 2008 - April 2010

Lucy Locket gave me my first full-time job as a Graphic Designer. I created the company's Corporate Identity guidelines and designed their catalogues, as well as packaging, newspaper adverts and other printed promotional material.

This is where I first learnt HTML and CSS as I designed and built their HTML email newsletters.

Experience

Graphic Designer @ Red Chilli Design

January 2006 - September 2006

During a year out from Uni I gained some work experience designing menus flyers, posters etc.

Education

University of Salford

September 2006 - June 2008

Awarded a 2:1 degree with honours in Graphic Design

University of Salford

September 2003 - June 2005

Awarded a Higher National Diploma.
Passed with distinction gaining automatic progression onto the second year of the Degree course.

References

“Wayne is a friendly professional, When I first came into the office he made me feel part of the team, and showed me the ropes.

He has an arsenal of design skills and I hope I work alongside him again in the future.”

Chris Dolan,

Graphic / Product Designer,
Lucy Locket

“I worked with Wayne for 4 months at Lucy Locket. During that time he designed the catalogues with the new product collections. In my opinion he is incredibly gifted and impressed me with the work he showed me.”

Christopher Dams,

Marketing Consultant,
Lucy Locket

Oldham Sixth Form College

September 2001 - June 2003

A-levels in Graphic Design, Fine Art and Film Studies.

Failsworth Sports College

September 1996 - June 2001

8 GCSEs including an A in Graphic Design and a B in Fine Art.