



LE-ANTONIO NELSON

Digital Designer

Skills

Graphic design	●●●●●
Front end dev	●●●●●
Back end dev	●●●●
Wordpress	●●●●●
Email design	●●●●●
Animation	●●●●
Keynote/Powerpoint	●●●●●

Education

St Mary's High School
1999 to 2004
– 9 GCSE's including Maths, English and Science

Highams Park 6th Form
2004 to 2005
– AS level: Sports Science, Philosophy and Psychology.

City and Islington Collage
2005 to 2007
– BTEC National Diploma in Media. Distinction, Distinction, Merit

University of West London
2007 to 2010
– BA (Hons) in Creative Advertising and Photography 2:1

Contact

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Personal statement

Willingness to get stuck in, to learn and to teach others are really the hallmarks of me as a person and an employee.

My skills as a designer, graphic and digital are obviously essential but it is my work ethic and attitude I believe will set me above the ordinary. It is this attitude along with my work that propelled me from a part-time junior designer at Yell Global to a lead designer for the Yell Site flagship product in little over one year, an in-house web designer for the largest fitness professional body in Europe and senior designer for Radiocentre, the industry body for commercial radio in the UK.

I believe that now I have the experience and skills to further my career and develop as a designer and welcome the opportunity to do so with the right employer.

Career History

Currently working Freelance

Radiocentre: June 2014 - February 2016 Senior designer

Radiocentre afforded me to opportunity to take on yet more responsibility. Previously Radiocentre had been split into 3 companies, RAB, RACC and Radiocentre. My main task was to unify these 3 brands and most importantly consolidate 3 websites into one with a new brand and new design a creating a user journey, wire-frame, prototyping, design and then final build on Wordpress, utilising my skills in UX, UI, design and build. A challenging 3 month deadline was giving but careful planning and organisation helped to deliver on time. I have also lead on any number of projects, complex tools to calculate ROI, awards website for Radiocentre's partner Arqiva, Magazine cover designs, logo design, email marketing, presentation design, motion graphics, print work and animation.

Fitness Professionals: November 2012 - June 2014 Web designer

Being part of a 4 man team consisting of 2 web designers and 2 graphic designers with additional support of an offshore development team my role was initially to implement critical changes to email marketing systems and templates, bringing about a 20% increase in click throughs. My role grew and I was trusted to spearhead Fitness professionals new conference, FitPro Live, creating the concept, brand, website and ticketing mobile app. Later I also designed and built with the help of their offshore development team another mobile app and have been a part of many of projects including print, branding and web development.

Yell Group: September 2010 - November 2012 Product Design Specialist

As part of a 200+ team of designers, project managers and quality controllers my role was initially to create mood boards, wireframes, full designs and build websites from a brief written by consultant teams, using agile methodologies to asses the direction and quality of work. This moved on to managing offshore design teams, overseeing and giving guidance for UX strategy and UI implementation. Also handling escalated briefs from higher management or complicated designs. 4 time winner of website of the month. Promoted 3 times.

Please see portfolio for details on project work
www.code-media.com