

NICOLA CAMPBELL

► PROFILE

Currently freelancing as a web designer, I am seeking a junior frontend position to grow and strengthen my skillset. I achieved an MA in Web Design & Content Planning with Distinction in 2013, and have a very solid foundation of understanding to build from.

► EXPERIENCE

Frontend Web Design • Freelance • 01/14 - present

- Design and development of client websites, utilising Wordpress, CSS, HTML, PHP, JQuery and Twitter Bootstrap.
- Production of working process documents, website user guides and personal branding.
- Self initiated blogging, illustrative, coding, graphic design, online marketing and EPUB projects.
- Furthered understanding through taking online MOOCs in Gamification, Human-Computer Interaction and Internet History, Security and Technology.

Gallery Assistant • Stephen Lawrence Gallery • 11/12 - 11/13

- Writing newsletters and blog posts.
- Assisting with events and interacting with artists and visitors.
- Pitched proposal for a new gallery website which was accepted but put on hold due to expansion plans. Later asked to create a larger site in a freelance capacity.

Wordpress Assistant • Boat International • 07/12 - 09/12

- Adding and formatting content for launch of luxury Superyacht website.
- Assisting with development of visual concepts and graphic elements.
- Requested to assist with research and content creation.

SEO Consultant • Creare Communication • 12/10 - 07/11

- Implementing and managing SEO campaigns for clients, including some of the highest paying within the department.
- Checking newly built and pre-existing websites to ensure internal SEO standards.
- Keyword research, link building, ad placement, and custom report creation.
- Daily contact with clients via email, telephone or in person.
- Liaising with web design and sales staff.
- Researching, writing and illustrating blog posts.
- Promoted to team leader position shortly before leaving to study for MA.

Prior Experience

- Previous job roles include Market Research Interviewer and Customer Service Coordinator.

► EDUCATION

MA, Web Design & Content Planning • University of Greenwich • 09/11 - 09/13

- **Courses:** Web Design, Web Planning, Content Management, Applied Arts, and Thesis Project.
- Based around Web Standards, the course covered topics including: UX, UI, HTML, CSS, JQuery, PHP, accessibility, usability, SEO, SEM, revenue generation models, content strategy, CMS systems, typography, image and colour.
- My thesis comprised the planning and construction of a website focused on learning and teaching ebook coding, using the open source format EPUB. It features my own written content, illustrations and Flash animated video with narration.

Ba (hons), Visual Communication (illustration) • Edinburgh College of Art • 09/03 - 06/07

- Alongside illustration, my degree included modules in graphic design and animation.

SKILLS

XHTML/HTML5
CSS2/CSS3
Responsive Design
Content Planning
Illustration
Graphic Design
Jquery
PHP
User Experience
User Interface
SEO
Accessibility
EPUB
Twitter Bootstrap

TOOLS

Brackets
Wordpress
Photoshop
Indesign
Illustrator
Flash
Trello
FileZilla
Dreamweaver
Microsoft Office
Google Analytics

