

# Daniel Watts

Freelance Designer / Front-End Developer

## Introduction

I'm a designer/frontend developer with over 15 years experience designing, building and maintaining experiences on the web and providing design solutions for branding and print projects. I'm an advocate of clean and minimal design for maximum impact, and have a great attention to detail. I'm always keen to learn new things and relish a challenge. I work autonomously with ease but also thrive on being part of a creative collaborative team.

## Experience

### Freelance Designer/Developer @ wattscreative - UK + NZ

2002 - Current

I have provided a range of successful freelance projects for many small and medium sized businesses over the years, in both the UK and NZ. I take pride in delivering effective solutions, for real problems, that are visually attractive.

- To see examples of my project work please visit <http://wattscreative.me>
- Recently designed and developed a new custom WordPress site for a local event that has had over 25,000 views since launching on 24 Sep 2017.
- Freelance work for agency EightyOne, working on projects for NZ brands such as the Wellington Phoenix, Kiwibank, Trade Me, and Z Energy.

### Web Advisor @ Victoria University of Wellington - NZ

2013 - 2016

In my role at Victoria University, I managed and maintained the Careers and Employment website, Careers WordPress blog, and CareerHub application. I also served as the main liason between Comms & Marketing and the wider Student Services group.

- Increased readership on the department's blog by modernising the theme, simplifying the user experience, and improving the overall visual aesthetic.
- I served as blog editor, proofing, editing imagery, and publishing the teams blog posts and highlighting information on social media where relevant.
- Helped drive the continuous improvement of CareerHub - the university's student jobs board and career planning web application.
- Performed content updates on the main university site on behalf of the student services group, within the current students hub using the Squiz Matrix content management system.
- Rebranded the complete suite of Careers and Employment marketing collateral including: email templates, posters, leaflets, pull-up banners, digital info screens and more, all inline with university brand guidelines.

## Contact

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## Portfolio

- [wattscreative.me](http://wattscreative.me)
- [dribbble.com/danielwatts](https://dribbble.com/danielwatts)

## Key Skills

### Web Design / Development

- Hand-coded html, css/scss.
- Knowledge of css frameworks & responsive design principles.
- Extensive knowledge of WordPress as a blog and CMS.
- Ecommerce experience.
- Knowledge of website SEO and performance optimisation

### Graphic / Print Design

- Experienced adobe creative suite user.
- Custom logos & branding.
- Experienced in preparing files for print requirements.

### Marketing / EDM

- MailChimp knowledge.
- Custom html email coding.
- Social media account design and maintenance.
- Creating infographics from reports and statistics.

## Experience continued...

### Intranet Rebrand @ Inland Revenue - NZ

2013

Shortly after settling in Wellington I took a short contract role at Inland Revenue as part of their HR - People & Culture intranet rebranding project.

- Successfully completed the job requirements fixing a number of broken css styling issues, implementing consistent design, improving navigation and performing a clean-up of the information architecture.
- Exceeded expectations by supplying supporting documentation on changes and provided recommendations for ongoing maintenance, as well as walking through processes with the staff.

### Travelling - Thailand & New Zealand

2012 - 2013

My partner and I love to travel and have been very fortunate to see so much of the world. This trip was intended to be a year in NZ, and a year in Australia to use up our working holiday visa entitlements before they were gone forever. 5 years later and we're now permanent New Zealand residents.

### Senior Front-End Web Developer @ Signature Gifts - UK

2011 - 2012

With my promotion, I became responsible for all design and front-end web development across the company's range of ecommerce websites.

- Gained leadership experience having had one direct report.
- I was responsible for how products looked and were sold on all of our websites and I provided direction to the company photographer for in-situ product shots and mockup compositions.
- I was key in driving the decision to convert our two core retail websites to become fully responsive in reaction to the upward trend in mobile visitors. We immediately saw an increase in mobile sales and a reduction in customer service order issues.
- Further sales improvements were seen after moving the existing email service over to mailchimp and creating a suite of email templates for customer promotions and communications.

### Front-End Web Developer @ Signature Gifts - UK

2009 - 2011

Signature Gifts are one of the UK's largest gift retailers and also own the largest UK archive of historic newspapers. My primary role at Signature Gifts when I first started was as custodian of the company's US ecommerce site - Simply Personalized.

- I was in constant communication with company staff in America to ensure that our content was correct and appropriate for the US audience.
- I helped improve checkout conversion rates by championing the design and implementation of a new one page checkout process.
- I also supported the web team on various company intranet and internet sites/services where required.

## Applications & software

Experience with: Adobe InDesign, Photoshop, and Illustrator, Codekit, Sublime Text, FileZilla, WordPress, Bitbucket, Jira, Microsoft Office, Microsoft Visual Studio, Visual Source Safe, Squiz Matrix CMS.

## Operating systems

Preferred: macOS.

Also experienced with Windows.

## Education & continuous learning

### New Zealand Football - 2017

Senior Level 1 Coaching Certificate.

### Treehouse - ongoing

My favourite place for design and development continuous learning.  
- [teamtreehouse.com/danielwatts7](http://teamtreehouse.com/danielwatts7)

### CodeSchool & Codecademy - 2015

Various javascript, jquery, and API courses completed.

### Squiz CMS - 2013

Squiz Matrix 101 - 100%

### High School UK - 1998

Old Buckenham High School  
- 9 GCSEs

## Experience continued...

### Travelling - USA, Australia, Bali & Thailand

I decided to take a break to see and experience some new parts of the world.

2007 - 2008

### Web & Print Designer @ Netcase Web Solutions - UK

2002 - 2007

I was the sole designer at Netcase supporting a team of five java and php developers. Responsibilities included client meetings, kicking off new projects from brief, mock-ups, prototypes, site maintenance, image retouching and optimisation, and managing print projects.

- Provided design support and front-end coding on a large-scale NHS personal development planning software project.
- Another notable project that the team and I worked on was for the UK Scout Association which won the Voluntary Sector Project of the Year Award at the annual Computing Awards for excellence.

### Previous experience - UK

1998 - 2002

As well as the experience listed above that's more relevant to my core skillset, I have also worked in various other roles either part-time, temp or on a casual basis that have also given me valuable experience.

- **Summer Logistics Support** - helping with the transport, setup and pack-down of various events for a UK logistics company.
- **Express Parcel Courier** - casual role delivering same-day, urgent parcels to anywhere in the UK.
- **Video Technician** - for a video restoration and duplication company, back in the days of VHS. Some small editing tasks were occasionally required which I enjoyed doing.
- **Leisure Assistant** - Working on the sports desk at CenterParcs taking customer bookings for court rentals etc. Also responsible for arranging, running, and refereeing various tournaments for guests.
- **Furniture Upholsterer** - Temping role for a fine furniture manufacturer, working on the final assembly of a range of modern chairs.
- **Builder and Carpenters Labourer** - Basic hand and power tools skills gained as well as some foundation knowledge of the general building and carpentry trades.

## References

References supplied upon request.