

# Dan Collison

## Web Designer

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### Career Profile

Since 2009, I have been working as a **professional Web Designer**. I have experience working as a self-motivated freelancer, as part of a team in a small online media agency, and as part of a design department in a very large online media agency.

I have an excellent knowledge and experience of project management, **website design** principles, XHTML, CSS and SEO. I also have a decent understanding of client and server side scripting languages and libraries, such as Javascript, JQuery, PHP, SQL, and Coldfusion.

I am thoroughly experienced in Adobe Photoshop and Dreamweaver. I also have a basic knowledge of Illustrator, Flash and InDesign. I can work confidently on either Mac OSX or Windows. I have experience using content management systems, including Wordpress.

**Design is the at core of my career**, although I am also strongly experienced with all of the major stages included in producing websites from start to finish;

- Client consultation, copywriting, photography
- Project planning - site maps, information infrastructure
- **Design – UX/UI wireframes, user experience focused design concepts**
- Development – XHTML, CSS, Javascript and PHP based builds
- Ongoing SEO campaigns – keyword research, blog writing, Google Analytics
- Additional branding material design – email templates, stationary etc

I have good communication skills (both written and verbal), and so I am able to confidently and professionally liaise with colleagues and clients.

To see examples of my work, please visit my website at [www.dancollison.co.uk](http://www.dancollison.co.uk) Please note that (unless clearly stated) all of the work here (design, development, and SEO) is strictly my own work done under my freelance guise.

### Pre Career Work Experience

Throughout my education I held full and part time employments in product manufacturing, catering, and hospitality. Having these jobs provided me with valuable teachings about responsibility, teamwork, and customer service.

### Web Design Experience – Chronology

<b>Premium Web Designer</b>	<b>Yell Adworks</b>	June 2011 – Present
<b>Plus Web Designer</b>	<b>Yell Adworks</b>	December 2010 – June 2011
<b>Front End Web Designer</b>	<b>v3 Media</b>	October 2009 – March 2010
<b>Freelance Web Designer</b>	<b><a href="http://www.dancollison.co.uk">www.dancollison.co.uk</a></b>	2009 – Ongoing

## **Web Design Experience - Summary**

***Premium Web Designer***      ***Yell Adworks***      June 2011 – Present

Yellsites Premium design, build, and write bespoke websites for small and medium sized businesses. My role in this department includes creating moodboards, site maps, design proofs, and Wordpress based builds. I work closely with the department's own Web Project Managers, and I also have direct contact with my project's clients.

For each project, I am allocated an eight-hour day to design one home page and one inner page using Photoshop, and at least two days to complete a build. Each build is completed using Wordpress, HTML, CSS, and Javascript. Every site is cross browser checked before being published.

I also work as a department design lead, ensuring that other designer's work is up to scratch via a set of objective quality assurance based checks, and a more subjective, collaborative discussion based feedback session with the original designer.

All designers in the department attend a weekly 90-minute design review session, in which each designer showcases one of their recently published sites, and has it appraised by the rest of the group. This is also a time for designers to show off and share new ideas and techniques.

***Plus Web Designer***      ***Yell Adworks***      December 2010 – June 2011

Yellsites Plus design, build, and write template based websites for small and medium sized businesses. My role in this department included designing template based design proofs, Facebook landing page graphics, and Websplanet based builds. I was also a member of the design QA team, providing constructive criticism, feedback and support to other designers.

The Plus product is produced on mass, and the work is carried out in a target-focussed department. I attended regular focus groups with department management, and often invented and implemented new ways of speeding up the product turnaround time. One of my innovations took form as Photoshop template for creating and exporting Facebook graphics.

***Front End Web Designer***      ***v3 Media***      October 2009 – March 2010

v3 Media was a small online marketing agency. I was taken on as a Front End Web Designer. My role included designing and building small websites for local businesses. I also designed and built bespoke email templates for clients, and managed their Campaign Monitor accounts.

I also collaborated with the senior designers and developers to create site maps, wire frames and small design assets for much larger projects. Each website I built was created using HTML, CSS, Javascript, and Coldfusion.

***Freelance Web Designer***      ***www.dancollison.co.uk***      2009 – Ongoing

I began working as a freelance Web Designer when I left university. I typically produce websites for small local businesses, and this work is acquired simply through personal connections and word of mouth. There is a thorough breakdown of my project methodology on the 'Workflow' page of my portfolio website – [www.dancollison.co.uk/workflow.php](http://www.dancollison.co.uk/workflow.php)

I build these websites using a combination HTML, CSS (including CSS3), JQuery, and PHP.

## Education and Qualifications

University of Teesside 2006 – 2009

**BA (Hons) Digital Music Creation: 2:1**

Creative Arts Centre, Kendal College 2001 – 2003

**BTEC National Diploma in Popular Music: Pass**

The Lakes School, Troutbeck Bridge, Windermere 1996 – 2001

GCSE:

Religious Studies	A	English Literature	B
<b>Art</b>	<b>B</b>	<b>Information Technology</b>	<b>B</b>
English Language	C	Science	C/C
Mathematics	C	History	C

## Interests

- Photography; this isn't my profession but I do take pride in this work.
- Cycling is a big part of my life. I also enjoying swimming and surfing.
- I recently became a qualified lifeguard.

## Recommendations

"Dan was very easy to work with and showed a great deal of passion for his work and for learning new techniques. He learnt quickly and wasn't afraid to suggest a different approach to a project. I enjoyed working with him during his time at v3" **Sean Connell - Creative Director, v3 Media.**

"During Dan's time at v3 media he brought a huge amount into the office, not only his creativity and willingness to learn, but he had the work ethics of a seasoned professional. His designs were always unique and his planning skills were flawless, a real pleasure to work with." **Dean Ellison - Sales & Marketing Director, v3 Media.**

"Dan is young, bright, talented individual with very strong design skills. He's not afraid to voice his opinion and ideas which is a great quality to have in an environment where you are constantly trying to improve current ways of working. He's also someone who is willing to help others at work. Dan is a great person to have in any team within the digital media industry and I enjoyed working with him" **Shayne Hartnett – Plus Design Line Manager, Yell Adworks**

## Referees

**Shayne Hartnett – Line Manager**

**Sean Connell – Creative Director**

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