Gareth Hancock
Graphic Design + Front End Development

CONTACT

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SOCIAL

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As a naturally creative and observant person, I look forward to new experiences, both personally and professionally. Working for many years within the creative industry, I have gained valuable experience and a desirable skill-set. I have enjoyed a huge variety of projects, across many sectors and for many exclusive brands. I constantly demonstrate the ability to succeed in this industry, as I understand the need to keep moving forward and would welcome any opportunity to progress and develop in a position that is both challenging and inspiring.

EMPLOYMENT

Aug 2016 Present

Fat Media - Senior Designer

Fat Media is a multi award-winning website design and digital marketing company recognised as the 'go to' company for high-end website design, development and tactical digital marketing campaigns.

Duties + Responsibilities:

Graphic Design: Creation of internal and external promotional materials including: branding, typography and illustration, for both digital purposes and print.

Web Design: Implementing best practice with regards to UI and UX, creating or adhering to current branding and using existing wireframes as a basis to produce digital designs for all device types; desktop, tablet and mobile.

UX & UI: Meeting the user's needs with ease and without distraction. Enabling them to complete their user journey simply, whilst seamlessly merging the services, products and / or information on the website.

Wireframing: Defining the information hierarchy and planning the layout of how I want the user to interact with the information. Ensuring ease of navigation to complete their journey simply.

Client Support: Initial pitch design, project start meetings, conference calls and providing support through the entire design process. Offering advice and direction with regards to any questions or issues they may have involving their design or project as a whole.

Achievements:

Worked on prestigious client accounts such as Lakeland, Warburtons, Lancaster University and the Houses of Parliament.

Was the creative lead on many projects, working closely with account managers and producers to hit the client brief and deliver the work on time and on budget.

Gave advice and guidance to clients at every stage of the project. Beginning with pitch designs and project start meetings, through to the final design and sign off.

Continued my professional development by learning new software including Sketch, Zeplin and inVision whilst simultaneously enhancing my existing skills in the Adobe Suite.

Gained more valuable experience of UX and UI best practices. Starting with wireframes and the information architecture, mapping user journeys, utilising well placed CTA's and providing every opportunity for the user to complete.

Supporting junior members of staff with work, software and general day-to-day agency life. Helping AM's and PM's with client queries, costings and any issues regarding design.

Apr 2014 Aug 2016

Firestorm Media - Graphic Designer + Front End Developer

Firestorm Media is a cutting edge web development agency specialising in live entertainment broadcasts online. Based in Lancashire it boasts many, if not all, of the leading companies in its specialised field as clients.

Duties + Responsibilities: Design, build and branding of websites for internal and external clients, utilising the latest technology, techniques and thinking. Refining existing websites to improve functionality, accessibility and performance. Handled analytics to measure website performance to ensure smooth delivery of our clients product and identify any areas where improvements can be made. To create new or completely revamped existing corporate identities for internal and external clients. This requires working in both digital and printed mediums, ensuring continuity of design across the entire project and improving position and visibility of the brand exponentially. Was the sole creator of all outward communications with regards to advertising, promotion and registration. Not only did this include digital methods such as email campaigns, popups, animations and forum posts but also off-line mediums such as flyers, posters and business cards.

Achievements: Completed a successful rebrand of the companies main asset, increasing new customers and sales. This included new logos and iconography, new site design and a complete revamp of any outward communications. Including a responsive email template that is versatile and delivers the message perfectly on any device. Devised many successful sub campaigns within the company to promote or sell new products or events. Continued to improve on my knowledge of current markup and programming language but at the same time learnt my limitations with regards to web development as a whole. Have become aware of the many advances in digital technology and their uses and helped create a plan of action on how to implement them into future projects. Learnt many 'best practices' with regards to working digitally; setting up servers, working on branches within repositories and committing work via the command line including gaining a greater understanding of the technology involved, Git and Bash. Gained a solid grounding in the creation of motion graphics to enhance online advertising. Humanised the office environment with regards to internal communication, speeding up workflow by introducing a more approachable and helpful work ethic.

Oct 2012 Apr 2014	**Principal Image -** Front End Developer

Principal Image is an award winning, multi- disciplined design agency. Innovative packaging, high end printed materials and bespoke digital solutions enable P.I. to boast of such clients including Wedgwood, Royal Doulton and Disney.

Duties + Responsibilities: Design, build and branding of websites utilising the latest responsive, CMS and UI technology. SEO including writing original content, page headings, browser titles, site maps, meta descriptions, key words, backlinks and using Google and Bing webmaster tools. Branding and corporate identities including logo design, brand awareness, copy writing and photography. Social Media and Blogging primarily using Facebook, Twitter and Pinterest to create brand awareness, increase SEO and deliver more exposure to our sites. Design and build of emails and surveys then sending them via Mail Chimp and survey monkey. Site maintenance, backup and restoration. General updates and amendments to existing sites, monthly backups using various techniques and complete restoration of damaged or hacked sites. Server usage and maintenance via C-Panel including database creation using phpmyadmin.

Achievements: Significantly increased knowledge of relevant software such as Joomla, Wordpress and Opencart. Continued the rapid progress in my understanding of the markup languages HTML and CSS. Also gained a greater understanding the programming languages PHP and Java Script including how best to use J-Query. Vastly improved understanding of responsive and UI design. Gained valuable experience of server side practices, hosting and maintenance via the c-panel. Gained more of a well-rounded view of web design with regards to maintenance, backups and restoration. Am able to confidently coach people with regards to updating, developing, maintaining, hosting and SEO. Can significantly improve website SEO rankings using only free techniques. Completely reorganised the online side of the company implementing new strategies and software.

June 2011 Sept 2012	**Cox Media Group -** Graphic + Web Designer

Cox media is a fast paced marketing agency specialising in developing advertising campaigns within the motor industry. Bragging a number of blue chip clients on the books including Honda, VW, SEAT and Citroen.

Duties / Responsibilities: Design of Press ads, direct mail, business cards, vehicle decals, POS, signage and specialist marketing materials for print. Construction and maintenance of desktop and mobile websites. SEO, copy writing, contact forms, QR Codes and landing pages. Email campaigns and event Production which includes a mixture of all the above.

Achievements: Ability to utilise guidelines and terms and conditions to produce manufacturer approved designs that enhance the brand. Developed a greater understanding of Content management Systems (CMS). Substantially improved knowledge of markup languages such as HTML and CSS. Social media awareness and importance. Improved confidence in producing designs solely for the web and digital media. Extensive knowledge of the printing process including specific lead times for various materials. Established an excellent relationship with a notable local printing company.

Mar 2011 Present	**Freelance**

Diverse graphic and web design projects for assorted companies and institutions. The work includes logo identities for the university of York, Numerous branding and web design projects including a complete corporate identity and online presence for start up specialising in children's golf wear.

Sept 2007 Feb 2011	**Elletson Publishing -** Graphic + Flash Designer

Market Leader in the delivery of publishing and marketing solutions to Government Departments throughout the UK.

Duties + Responsibilities: Retail, health and local authority advert design for print and web. Liaising with printers, clients and senior members of staff. Mentoring new staff members to systems, work and team processes.

Achievements: Acquired a detailed understanding of the professional printing process and the steps required successfully send a document to press. Enhanced my skills relating to software, hardware and working professionally.

Sept 2005 Sept 2007	**Community Network -** Flash Designer

The Community Network specialises in providing digital advertising and information systems.

Duties + Responsibilities: Animated Retail, exhibition and corporate advert design and production. Liaising with clients and senior members of staff. Mentoring and enabling new members of staff to work, systems & team processes.

Achievements: Enhanced software skills, most notably in Flash. Continued development of my communication skills with regards to working professionally. Increased confidence when working in groups.

EDUCATION

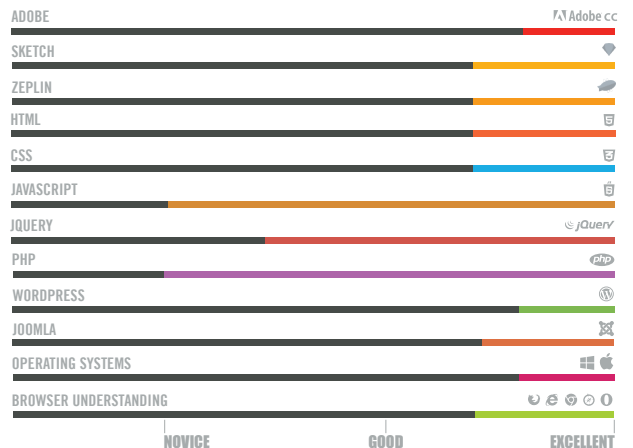|	
Sept 2000 June 2003	**B A Hons Graphic Design,** Grade: 2.1 University Of Lincoln
Sept 1997 June 2000	**B-Tec National Diploma Foundation Art**, Grade: Merit **Audio Visual Studies**, Grade: Pass Yale College, Wrexham
Sept 1991 June 1996	**10 G.C.S.Es** Grade: A-C The Groves High School, Wrexham

ADDITIONAL INFORMATION

Feb 2004 - Feb 2005 Experiencing many cultures whilst travelling the world after university was exciting, inspiring and has informed my work to date

HOBBIES & INTERESTS Design, photography, music, football, fitness and bad DIY.

REFERENCES Available on request.

EXPERTISE

Skill	Level	
ADOBE		Adobe CC
SKETCH		◆
ZEPLIN		☁
HTML		⬢
CSS		⬢
JAVASCRIPT		⬢
JQUERY		jQuery
PHP		php
WORDPRESS		Ⓦ
JOOMLA		⋈
OPERATING SYSTEMS		⊞ 🍎
BROWSER UNDERSTANDING		↺ ℮ ◎ ◎ ◎ ◎

NOVICE	GOOD	EXCELLENT

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