



## **Rich Whitlock**

Versatile Digital Designer  
with over 20 years experience

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Specialising in digital, with vast exposure and operational experience in all areas of design (print, animation, video) as well as HTML and CSS development. Diverse project content and client base with more recent projects in the area of responsive web applications and eCommerce. Knowledge of Baymard.com UX benchmark research feeding into projects to validate project parameters. Comfortable with both Agile and waterfall methodology.

Strong work ethic and ability to build effective working relationships that facilitate collaboration to achieve successful objectives. Proven track record in front of clients, up to board level, with presentations and 1on1 sessions. Able to persuade, negotiate and manage client expectations on project outcomes and changing demands, whilst remaining calm and clear under pressure. Tenacious and self motivated who prioritises with effective time management. Advocate of CPD activities.

*Examples of work and character references are available upon request.  
I am available to start work from the beginning of May 2023.*

# Experience.

## ● Curtis Fitch, Cheltenham

Senior Digital Designer (January 2019 – April 2023)

I was brought in as part of a small, newly created design team to develop the company's own eCommerce (Rockin) and eSourcing (Qozo) platforms. The emphasis was on following a design led process using standard UX principles. All design features were developed using Adobe XD to quickly create interactive prototypes. Prototypes were used to test designs, then developed further before presenting features to project stakeholders and eventually as part of the brief for development teams.

However, my design work was not limited to developing for the platforms, I have also been responsible for designing, building and maintaining several WordPress sites, creating social assets (including animation), presentation assets and promotional literature.

This role further developed my effective verbal and written communication both skills internally and externally with colleagues, other departments (key to project success) and clients. As the lead design expert I fed into and advised on several contract negotiations, helping to create the associated statements of work.

In addition, I regularly prepare and contribute to presentations, workshops and project update meetings. At times this led to challenging conversations around project parameters and timescales, both of which I negotiated whilst remaining calm and concise under pressure.

### UI/UX

Using Adobe XD, I created many interactive prototypes to effectively demonstrate UI/UX for the in-house eCommerce and eSourcing platforms.

### Social Media Asset Creation

Creation of still and animated campaign specific assets ensuring they conveyed the required marketing messages.

### Communication

As the majority of projects I worked on were design centred, I had to ensure clear communication between the needs of the project stakeholders and the development teams with the aim being the smooth running of the project to project brief, on time and within budget. Often ensuring that conflicting expectations were managed and negotiated.

### Print

I led, and advised, on updates and redesign of assets including recipe cards, package inserts and stickers. This also meant ensuring all artwork was "print ready" before being sent to our print suppliers.

### Presentation Creation

Whether to help with pitches or for internal discussions, I have created presentations to ensure messages were delivered clearly and effectively, while promoting the brand of the company.

### Wordpress Site Design and Build

Each in-house brand site required its own supporting WordPress site which I was responsible for designing and building. Each was built using a child theme which was created to reflect the relevant styles of the brand. I was also responsible for researching and applying any plugins that were required for specific functions.

### Video Editing

When called upon, I am competent at editing video and ensuring the final cut is outputted in a format that meets any requirements.

## ● Oi, Cheltenham

Senior designer/front-end developer (August 1999 – December 2018)

I led the creation and production of digital solutions for web, mobile and HTML iPad apps. I had to ensure all web and email projects were responsive (using HTML, CSS and jQuery), backward compatible and usable in older browsers. The majority of projects use frameworks (Laravel, Umbraco, Teamsite, etc) and I collaborated with back-end developers to ensure features were executed correctly. We also created HTML based iPad apps using our own in-house and Agnitio frameworks. They often featured dynamic content which needed to be considered during the design and build phases.

During my time at Oi I was also responsible for responsive email design/build, animation, illustration, banner advertisements and print design.

# Skills.

Adobe XD	●●●●●
Adobe Photoshop	●●●●●
Adobe Illustrator	●●●●●
Adobe InDesign	●●●●●
Adobe Animate	●●●●●
Adobe Acrobat	●●●●●
Google suite of products	●●●●●
Microsoft Office	●●●●●
Adobe Premiere	●●●●●
Adobe Media Encoder	●●●●●
Server setup/maintenance	●●●●●
Domain management	●●●●●

# Education.

## ● BA (hons)

### Graphic Communication (2:1)

Wolverhampton University (1996-1999)

## ● BTEC National Diploma

### in Graphic Design (Distinction)

Stourbridge College (1994 – 1996)

# Interests.

I enjoy spending time outdoors with my family. I also take pleasure from using my creative and artistic abilities to make and draw with my daughters. I am a classic car enthusiast, particularly old Volkswagens, and often attend events. I have recently completed a methodical nut and bolt mechanical rebuild of my 1963 VW Squareback which has recently been featured in a magazine. I enjoy DIY and find building flat-pack furniture satisfying and have even designed and built some furniture for my home and garden. I love cooking for my wife and family, particularly curry.

