



# Andrew Backhouse

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## Personal Profile

I have gained a great deal of experience and knowledge in digital design as an in-house designer and as a freelancer. For more details of my work these can be viewed at [www.andrewbackhouse.design](http://www.andrewbackhouse.design)

## Professional Experience

### FREELANCE WEB DESIGNER, SEP 2015 - PRESENT

My experience as a freelance web designer has built on my existing skills to work on my own and to use my initiative. I have been commissioned for various projects, including websites for The Online Vegan Market and Think Nourished. Projects I have worked on have involved web design, logo design, e-commerce, content management systems, and teaching clients how to use their CMS. For more on individual projects see 'Selected Key Projects' below.

#### KEY ACHIEVEMENTS:

- Working collaboratively with a wide range of clients, from small businesses to top agencies, using design and technologies to help them achieve their business vision
- Continuing awareness of web design trends and learning new skills to incorporate them into my everyday workflow, such as, responsive web design, the CSS, and the CMS.

### IN-HOUSE WEB DESIGNER, JAN 2013 - SEP 2015

I was the in-house web designer for a DJ Collective who ran an internet only radio station from a studio in Yorkshire. The site was the main point of call for all of the listeners.

#### KEY ACHIEVEMENTS

- Working to a deadline. Tight deadlines and being on call all the time.
- Managing the digital presentation of an on-point brand.

### MENTAL HEALTH PROFESSIONAL, SEP 2001 - JAN 2013

Well this threw a spanner in the works - I worked as a Mental Health Professional within the community.

#### KEY ACHIEVEMENTS

- Building Networks and leasing up and down the chain of command.
- Rolling out a Client-Focused Model of care across Harrogate & District.

### ENGLISH TEACHER, SEP 1999 - SEP 2001

Working in China I picked up advanced Visual Communication and I can now implement the skillset learnt over there to bring your brand up to date.

#### KEY ACHIEVEMENTS

- Achieving the highest pass rate for my students of any academic at Ocean University, Zhoushan.
- Being immersed in a different culture ... and surviving.

## Selected Key Projects

### **THINK NOURISHED - 2018**

I met with Tom, from Think Nourished - he needed a site to gain customers as an Integrated Health Coach. He is now ranked No.1 in the local Google Rankings for "Weight Loss Harrogate."

### **THE ONLINE VEGAN MARKET - 2018**

I was referred to Claire by an existing client, who I had helped. Claire was wanting to sell luxury Vegan Supplies and everyday Vegan Pantry staples. I built an eCommerce solution that fulfils the brief and then goes further - integrating with Claire's POS.

### **SIMON GODSAVE - 2017**

A Portfolio website. Simon is a gifted photographer - he is now ranked on the first page of Google for most commercial photography searches. His photographs are seen by hundreds of people,

## Skills

I have a valuable and diverse software skill set gained by designing for print using Adobe InDesign, designing graphic user interfaces, embedding video, and building W3C standard websites that are both accessible and creative. One of my strengths is designing intuitive and creative websites that keep up to date with the latest trends on the Internet. It is important to me that websites are well optimised for SEO and the end user.

## Skills

I have experience with the following software packages:

- Adobe Photoshop CC: Graphic editing. I mainly use this for photo-editing and mockups (Very good)
- HTML: The Extensible Hypertext Markup Language recommended by the W3C (Good)
- SE Powersuite: SEO Software used for getting your website to rank higher (Good)
- Adobe Illustrator CC 2017: Digital illustration and graphic design (Good)
- Wordpress: Using Wordpress as a content management system (Very good)
- PHP: Used in conjunction with Wordpress to build content management websites (Good)
- Mailchimp: Designing Newsletters using the latest standards (Very good)

## Education

2009 - 2012: BA Graphic Design, Distance Study OCA

1997 - 1999: A-Levels, Longcroft Sixth Form, Beverley

1995 - 1997: GCSE's, Longcroft School, Beverley

**REFERENCES ARE AVAILABLE ON REQUEST**