

# Andrew Backhouse MSCD

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I'm a highly experienced Freelance Web Designer who has recently qualified as a Content Designer. With my robust background in creating user-focused content and optimising digital products for increased business value, I have a proven track record in enhancing my client's digital strategies. With significant recognitions in digital innovation, I am actively seeking opportunities to contribute to freelance content design projects with charities, nonprofits and NGOs.

## Experience

*Freelance Web Designer*

**Andrew Backhouse Design**, Harrogate

2015 – Present

- Spearheaded diverse digital design projects, consistently ranking among the top three web designers in Harrogate since 2019, thanks to receiving only five-star reviews.
- Achieved Full Membership in The Chartered Society of Designers in 2023, reflecting professional recognition and excellence in design.

*Founder / Manager / Volunteer*

**Harrogate Community Radio**, Harrogate

2019 – Present

- Led the establishment and ongoing technological operations of Harrogate Community Radio, significantly enhancing local digital broadcast capabilities.
- I was awarded the "Best Use Of Digital" at the Stray Ferret's 2024 Harrogate Business Awards, acknowledging superior digital innovation and implementation at the community radio station.

*Self-Employed*

**Artist**, Harrogate

2004 – Present

- Created and sold art independently through a self-founded micro-business.
- Transitioned to digital platforms, gaining essential skills for my design career.
- Currently, I sell artwork as a relaxing, part-time pursuit.
- Exhibited work in Harrogate and across Yorkshire, receiving positive reviews in the national press and generating local interest.

*English Lecturer / TEFL Teacher*

**Ocean University**, Zhoushan China

1999 – 2000

- Changed the class system from a large-room Grammar-school format of classroom in to micro-learning labs and in doing so increased the pass rate by over 20% on the previous year.
- Formed "English Club" - a place where students who were not studying towards an English degree could come and practice their English.
- My poetry was published, long out of print.

*Harvest Hand*

**Newby Hall**, North Yorkshire

1999

- Managed the grain drying process, ensuring wheat reached 8% moisture content for optimal storage.
- Worked 100-hour weeks to ensure the harvest was completed on schedule.

## Education

- **Certificate in Content Design**, UX Design Institute
- **Foundation in Content Design**, Content Design London
- **MENSA Challenge Certificate**

## Professional Recognition

- Won the 2024 Stray Ferret “Best use of Digital” Award for outstanding digital innovation for the work I did building the backbone of Harrogate Community Radio.
- Finalist in the 2024 Harrogate Business Awards (Harrogate Advertiser) for “Best use of Technology” for my work with Harrogate Community Radio.
- Achieved Full Membership of The Chartered Society of Designers in 2023.
- Mentioned as one of “3 Best Rated Web Designers in Harrogate” every year from 2019-2024 because every review I have received was a five-star review.

## Skills

Web design, WordPress, CSS3 and HTML5, Content Design, Skilled in UX writing, microcopy, and conversation mining to enhance user engagement, proficient in Adobe Creative Cloud, Figma and Sketch, and podcasting platforms, strong interpersonal and stakeholder management skills, with a knack for negotiation, experienced in DJ'ing and creating collage artworks. Published writer.

## Professional Bodies

- **The Chartered Society of Designers**, Full Member since 2023
- **ATypI** - Member, the nonprofit global forum for type and typography

## References

References are available on request