

# andrewheskinsdesign.

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## highlights.

- More than 20 years' experience in web design and development and "old school" print
- Senior client liaison, creative pitching, team management, and production and scheduling
- Creation of front and back-end theming for WordPress sites for over a decade, with client-facing admin areas
- Extremely versatile in both new media solutions and traditional print: from web and UX/UI design and development, to magazines and brochures

## skills.

- Adobe Creative Suite  
InDesign, Illustrator, Photoshop, Acrobat, After Effects, Premiere Pro, Audition
- WordPress theming
- UX/UI/IA  
Axure, Sketch, etc
- Front end development  
HTML, CSS, PHP, Javascript/  
jQuery, APIs, Bitbucket

Since 2007 I have run my own freelance design company, working on a range of projects including creative pitches, websites, UX/UI, magazines and reports, and much, much more.

I have worked with a vast range of clients across a variety of industries including Hotels.com/Expedia, ASOS, British Council, House of Fraser, Nominet, Advantech, SOAS, King's College London, Eureka Entertainment, Arrow Films, Third Window Films, Trinity Films, Care Quality Commission, Ofgem, Chartered Quality Institute. I have also worked with many agencies, including FMXA Digital Marketing, Redwood Publishing, Sunshine Company, Anderson Norton Design, Axis12, Grist, Ogilvy Healthworld, Sequel Group, Beetroot Publishing, Wardour and Dusted Design.

**see over for selected work and projects...**

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## interests.

My knowledge of web design has been largely self-taught – I've been mucking around on computers since my parents bought me a Commodore 64 as a kid.

I've been an avid collector of vinyl records since before it was cool, though the floorboards are straining with the weight.

In my spare time I manage a site dedicated to East Asian film. Twenty-plus years ago it was just my little fan site. Now I have contributors and readers across the globe, attend and curate festivals and host a regular podcast. I've also appeared on BBC TV and Radio, and presented at BAFTA. ([www.easternKicks.com](http://www.easternKicks.com)).

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# selected work and projects.






June 2021 to June 2023

## European Association of Taiwan Studies

Created a portal for Taiwan studies on the WordPress platform, using a custom taxonomy for very different types of resources.       

July 2017 to March 2023

## King's College London

Various sites including ones for Global Film Theory, student research and a screening tour, all on WordPress.     

September 2022 to March 2023

## XpertHR/Cendex

Various materials for new products, including information sheets, sales decks and digital advertising banners.     


February 2016 to July 2022

## Grist Ltd

Freelance senior designer on magazines and reports, digital and print.   






January 2022 to March 2022

## Asian Pop-up Cinema

Redesigned event website on SquareSpace platform.   

October 2020 to July 2021

## SOAS University of London

Website for a series of online screenings and talks on WordPress.     



January 2018 to July 2020

## Third Window Films

Worked on a range of projects including recreating a Drupal site on WordPress, I improved functionality to allow easy upload of new film products, with custom taxonomies for fields.     








May to September 2019

## Bexley Council/Axis12

Complete IA/UI overhaul of site and content, including creating wireframes in Azure and user testing/reports.  






January 2018 to November 2019

## FMXA Digital Marketing Agency

Creative lead on direct marketing campaigns across mailouts, brochures, digital and more, including email, WordPress theming, LinkedIn and banner ads.       






May to June 2019

## Cine Asia/Trinity Films

Designed/built various WordPress-based multilingual sites for theatrical releases and their main website.     






December 2018 to February 2019

## Care Quality Commission/Axis12

Ongoing UX/UI work for various new initiatives across the site.     

November to December 2018

## Ofgem/Axis12

UX work for new initiatives using Atomic, Sketch and Photoshop.     





June 2016 to December 2018

## HotPod Yoga

Ongoing design changes and website maintenance to multilingual, multi-site WordPress installation with integration of various APIs.   



June to August 2017

## Green Deal Finance Company

Designing/build of a WordPress-based site for consumer credit company.    



February 2017 to May 2018

## Manucore

Head of design, working on branding across digital, brochures, marketing and events design. Theming on various WordPress sites, including creating an editorially led/magazine style portal.  






July to August 2016

## Sunshine Company

Developed various WordPress sites, with HTML5/CSS3.  






June 2015 to November 2016

## The Chartered Quality Institute





Created branding for World Quality Day 2015 across advertising, marketing campaigns and digital (email). Quality World magazine design, commissioning photos illustrations.     

February 2014 to April 2015

## Care Quality Commission



Designer for website overhaul, creating visual designs and mobile UX as high fidelity PHP wireframes.     

## KEY

-  CREATIVE LEAD/ART DIRECTION
-  UX/UI/IA
-  MARKETING/ADVERTISING
-  PRINT/REPORTS/MAGAZINES
-  DESIGN
-  WORDPRESS
-  FRONT END/DEVELOPMENT


July 2012 to February 2014

## Hotels.com (Expedia)

UX creative designer working on various projects, including the original branding and UX for their rewards programme.  





March 2009 to August 2013

## Sequel Group

Senior designer supporting digital and print projects including websites and email.     

February to July 2012

## House of Fraser

Web designer working on digital channels, including web, emails and social networks.    

August 2010 to September 2011

## ASOS.com

Supporting the creative coding team on site and email.  





January 2010 – December 2010

## Anderson Norton Design

Designer and web developer supporting online and print work.   

July 1999 to November 2007

## Wardour

Online art director. Role included art directing photo shoots and managing staff, as well working as with development companies and freelance illustrators, artworkers and colleagues.    

December 1995 to July 1999

## Fire Prevention Association publishing

Designed books, direct marketing, flagship publication and website. 