JOHN A WILSON

https://www.the-changecreative.com

ADDRESS

76 Dovercroft, Woolton,
Liverpool,
L25 7XA

PHONE

07504530153

EMAIL

johnandrewwilsonuk@gmail.com

KEY SKILLS

Figma, Adobe Photoshop, Illustrator, Premiere Pro, Dreamweaver, Bootstrap, HTML5, CSS3, WordPress, PHP, Javascript, UX (In training), Branding.

EDUCATION

PGCE 2 Year Extended
LJMU 2008 - 2011

3ds Max 9 Autocad 2008
Level 3
Liverpool CC - 2008

Architecture BA Hons
LJMU 2004 - 2008

Art Foundation
BTEC
Liverpool CC 2003 - 2004

10 GCSEs & 2 A levels
Gateacre CCS 1994 - 2001

INTRODUCTION

I am a seasoned designer with over a decade of experience across London and Liverpool, having worked both in-house and with design agencies nationwide. My five-year tenure at a medium-sized data centre company involved leading brand redesigns and developing new brands. This extensive experience allows me to offer a diverse skill set and unique perspectives, drawing from various commercial backgrounds to provide versatile and impactful design and development solutions.

EXPERIENCE

WEB DESIGNER & SEO | MADM LIVERPOOL

Oct 2024 - present | Liverpool

In my role as a web designer, I create visually appealing and user-centric websites for a variety of clients. By collaborating closely with stakeholders, I translated their vision into responsive designs that enhance user experience across devices. I utilize tools like Adobe Creative Suite and Figma to create engaging layouts and prototypes, ensuring that each site effectively communicates the brand's message before applying the deign into a CMS.

BRAND MANAGER & LEAD CREATIVE

Apr 2022 - Jan 2023 | Warrington

Led the development and execution of comprehensive brand strategies, focusing on enhancing brand identity and engagement. Oversaw the redesign of key brand elements, ensuring alignment with organizational goals. Collaborated with senior leadership to drive brand growth, boost awareness, and improve user experience across all digital and print channels.

SENIOR WEB DESIGNER & DEVELOPER | DELIVER MEDIA

Jun 2021 - Dec 2021 | Birkenhead, Wirral

Producing wireframes and high fidelity mockups in Figma and also developing them into fully functioning responsive WordPress Themes and websites using html5, css3, javascript, php, mysql and advanced custom fields pro.

WEB & BRAND DESIGNER | CYBERFROG

Aug 2019 – July 2021 | Baltic Triangle, Liverpool

Attending meetings to acquire briefs and discuss requirements of projects. Sketching, designing and creating workable UI prototypes in Figma for testing layouts and ideas and sharing with clients. Designing brands, logos and printed design using Adobe Creative Suite when clients require. As a web developer, coding completely bespoke website WP themes using a skeleton of the cms and Adobe Dreamweaver. Following high fidelity mockups created by myself, or one of the other designers in Figma, Invision or the Adobe Suite.

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WORK HIGHLIGHTS

Designed 18 websites, developed 6 and created several brands in my first year for Cyberfrog Design.

Have been responsible for rebranding three medium sized businesses inhouse and involved in another within a team.

Solely responsible to work alongside the CEO of Migration Solutions to rebrand under a new identity, MigSolv.

Member of the Interation Design Foundation since 2021

INTERESTS

My interests include travel, art, gaming, psychology, gym/fitness, self-development, history, philosophy, design, UX and film.

EXPERIENCE CONTINUED

WEB DESIGNER | REVOLUTION 4
Mar 2018 - Jun 2019 | Heswall, Wirral

Responsible for meeting clients to obtain briefs and regularly communicating to obtain content and feedback. Design websites in Photoshop, Adobe XD, Illustrator and then coding it up in html5 , css3, bootstrap 3, javascript and jquery and converting it into WordPress bespoke themes as well as using premade themes upon the client's needs and budgets.

LEAD WEB & BRAND DESIGNER | PARENTAPPS
Jul 2027 - Mar 2028 | Liverpool

Responsible for further developing the Parent Apps brand. Also involved in training teachers how to update their websites. Day to day responsibilities include designing, developing school websites. Brought in new systems to the company in order to facilitate better communication between staff.

WEB & BRAND DESIGNER | RUBIX TECH
Apr 2025 - Jul 2017 | Cudham, London

A varied role that gave responsibility for developing the new rubix brand, mobile apps and creating bespoke websites using the latest technologies, DNN CMS system, bootstrap 3 and working with a team of developers.

WEB & BRAND DESIGNER | MIGSOLV
Apr 2011 - Apr 2015 | Whyteleafe, Surrey

I was solely responsible, alongside the CEO and marketing manager in the rebranding of the company including modernising the logo, website, all documentation, magazine adverts, merchandise,business cards etc. Continued to develop the customer website, develop the intranet, customer forum, social media facilities & graphics when and where required.