

# Résumé of Lloyd Parker

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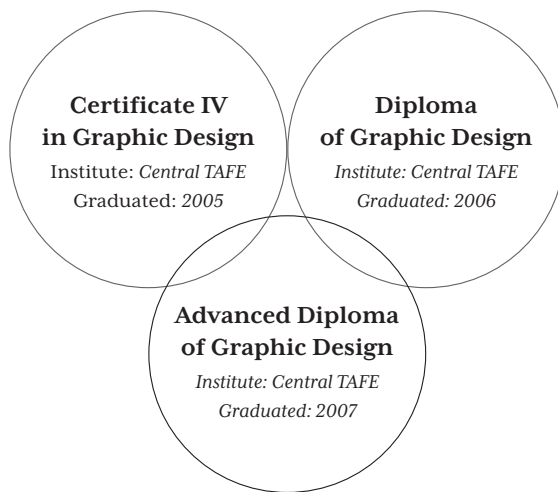
I am a designer with a decade of professional experience and a multidisciplinary skill set that spans several fields, including: **graphic design**, **website design** and **front-end development**, **search engine optimisation** and **digital marketing**.

I pride myself on delivering clear, contemporary designs and creating website experiences that are engaging and user-friendly.

For recent examples of my work, visit my portfolio website at:

[lloydparker.com](http://lloydparker.com)

## Education



## Technical Skills



Photoshop



Illustrator



InDesign



HTML5 / CSS3



WordPress & PHP



MailChimp

## Professional Experience

Jan 15



### Design and Development Manager, As One Digital Design

- create corporate style guides, considering practicality, brand message and values
- develop brand identities through consistent, engaging design across all forms of media
- develop custom WordPress templates with robust functionality and a focus on usability
- utilise premium WordPress templates for rapid development
- design and build email marketing campaigns using MailChimp:
  - › create goals and track conversions using Google Analytics
- oversee the development of outsourced website projects:
  - › communicate the client's needs and outline technical specifications
  - › quality assurance
- create and manage Google AdWords campaigns
  - › create campaign scope based on keyword research, copywrite adverts, utilise extensions, goals
  - › maximise ROI via A/B testing, implementing feedback directly from Google representative
- performing systems administration for over 50 hosted websites
- prepare final artwork for print:
  - › liaise with printers directly to meet requirements and achieve the best results
  - › design custom die-cuts for unique design, utilise techniques such as 3D UV to enhance artwork
- maintain client relationships

- Jan 13 ○ **Senior Designer, As One Advertising & Marketing**
- adhered to corporate style guides when producing online and printed materials
  - delivered branding packages that encompassed logo design, website design, marketing collateral
  - designed and developed CMS-driven websites:
    - › custom-built WordPress themes using template files and WordPress functions
    - › used modern web standards and responsive design
  - performed website maintenance:
    - › added, removed and edited pages and menu items in existing websites
    - › diagnosed and fixed problems in existing websites, from database issues to hosting problems
  - performed search engine optimisation:
    - › on-site optimisation - re-written content, built keywords into tags and in-site links
    - › Google Webmasters - uploaded sitemaps, requested indexing, set preferred URLs, checked errors
    - › Google Business - submitted all business details, validates listings
- Mar 11 ○ **Graphic Designer, As One Advertising & Marketing**
- designed and formatted print advertisements to a strict deadline for state-wide newspapers
  - designed and developed website landing pages to the client's specifications
  - designed and developed CMS-driven websites using WordPress
  - performed on-site search engine optimisation utilising keyword and competitor research
- Jan 09 ○ **Graphic Designer, self-employed contractor**
- executed graphic design projects for a range of small businesses, including:
    - › catalogue and document folder designs for a school uniform company
    - › logo design for a UK-based Carsales competitor
    - › branding package for a hair salon
  - designed and developed websites for a range of small businesses, including:
    - › a New Zealand-based ocean boat manufacturer
    - › a physiotherapy practice
    - › a steel fabrications company
    - › a DVD rental kiosk company
    - › UX design for a UK-based Carsales competitor
  - managed projects and clients
- Oct 07 ○ **Junior Designer, IntraMobile**
- designed the company logo and stationery
  - developed in-house website brands, logo designs
  - designed competition and premium SMS websites that focussed on conversions and user acquisition
  - designed static and animated visual display adverts for use in Google advertising

## Referees

Gillian Loh	Chief Marketing Officer, SEQTA Software	<a href="mailto:gillian@smoothstripes.com">gillian@smoothstripes.com</a>	0405 510 122
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