

Resume

Scott Barron
2022-2023

I am a highly motivated, creative designer with experience in all areas of the data-driven design process. I have over 7 years of experience working in a fast-paced marketing environment within a tight-knit digital team. I work well under pressure and have a wealth of experience in working to extremely tight deadlines.

In addition to my in-house roles, I also have over 10 years of freelance experience, designing and developing for web as well as managing CMS systems. I feel my experience in WordPress/HTML development and hosting helps me greatly in liaising with development teams. I am also very confident in presenting ideas to clients and stakeholders.

I am seeking a new challenge working with new brands and on exciting projects.

[Portfolio](#)
[LinkedIn](#)

Design Experience



Senior Digital Designer
People's Postcode Lottery

Full time | 2022 – Present

Responsible for the support of the Digital Design Manager to ensure all digital creative is in line with the overall brand vision, while still being delivered in an innovative and engaging way that ensures PPL stands out online. Contributing to the training and development of junior team members and delivering creative in-house and campaign briefs on time and to a high, consistent standard. To ensure all work taken on by the team will be finished by the deadline and to represent the Digital Design team in place of the Digital Design Manager when he is not available.

- Responsible for delivery of all digital design assets, such as monthly marketing campaigns, customer facing websites, internal microsites, responsive HTML email design/build and display advertising.
- Wireframing concept layouts for retail website.
- Working with the UX team on implementing a new design library and component library
- Presenting design and concept ideas to management up to and including board level, giving rationale for design choices.
- Regularly working with other areas of the business on the completion of design project briefs
- Head up design for our CRO activity, liaising regularly with external agencies on all stages of A/B testing from wireframing concepts to launch QA.
- Administration of Hotjar account. Including set up and implementation of heat mapping and survey activity.
- Working closely with the development team using tools such as Zeplin, Miro and Jira.
- Working closely with the print design team to ensure all marketing campaigns and materials are consistent in tone, design and delivery.
- Building regionalised, optimised HTML display advertising using various animation frameworks. (Greensock GSAP).
- Working with the Digital design manager on recruitment processes, including reviewing applications, interviewing candidates and creation of design task assets.
- Responsible for setting deadlines and management for junior team members. As well as implementing effective team development processes such as weekly 1 to 1s.
- Working closely alongside TV production agencies on conception for new marketing campaigns as well as asset production.



Digital Designer
People's Postcode Lottery

Full time | 2016 – 2021

Responsible for development and production of engaging internal and external digital design projects. Support the Digital Design Manager and other digital designers in developing the look and creative direction of digital marketing campaigns.

- Creation of deliverables for monthly marketing campaigns include retail website assets and creatives for our digital advertising display activity.
- Creating various device mockups for both external and internal digital projects.
- Working alongside our external marketing agency on the design and build of A/B tests. Highlights include:
 - A new landing page layout with a concise, shorter design. Resulting in +17.70% Progression to the retail Salesflow
 - A countdown element added to landing pages, resulting in +4% more Sign ups.
 - Social proofing designs with stats and iconography added to Winners page, resulting in +5.09% Progression to retail Salesflow
- Completed a number of skill development training courses. Highlights include Google Digital Marketing certification and Google Optimise 360 training.
- Part of the briefing and implementation of marketing static photoshoots. These projects included briefing the photographer, talent, and other lottery staff on the requirements from both a digital and print perspective.
- Design, build, and testing of responsive marketing email sends.
- Working at a number of our customer-facing events, such as the Prize giving Millions, where I performed a variety of jobs from entry admin to hosting winners.
- Nominated for various reward trips for work performance, including international visits.



Freelance Creative Designer
One Pixel Creative

Part time | 2006 – Present

A freelance designer with over 10 years professional experience, designing for web and print. I've had the opportunity to work with a variety of clients ranging from family run startups to internationally recognised brands across the world.

- Designed, developed, and managed a number of Wordpress websites for a variety of clients from varying industries. These included e-commerce, restaurant, and hotel booking sites.
- Building all websites with optimisation in mind. Using a number of tools to test such as Lighthouse and GTMetrix.
- Creation of wireframe, design, and technology proposals for clients detailing options and recommendations including CMS, functionality, and design.
- Using Google Analytics, Hotjar, and other tracking tools, I implemented a process to optimise client websites post-launch, focused on key conversion metrics such as bounce rate and average time on site.
- Managed a number of client sites on a reseller hosting platform running on Plesk/Cpanel. Including DNS management, file transfers, and SSL certificates.
- Completed advanced Wordpress CMS modifications such as custom checkout snippets and optimisations. This included child theme setup and custom Javascript/PHP tweaks.
- Design and Development of custom Bootstrap HTML website solutions.
- Design, and management of print-ready marketing materials, including liaising with print company on proofing and ordering.



e-Gaming Designer
People's Postcode Lottery

Full time | 2015 – 2016

During my time at the Lottery I also headed up the creative design on our e-Gaming products which included Digital, Print, and Video work. I was the sole designer on the team during this time, and it gave me the confidence to work on my own as well in a larger creative team.

- Provided a range of design deliverables to 3rd party providers, including print and digital campaigns, collateral materials, and video assets.
- Created UI designs and prototypes and animated website elements.
- Custom instant win game designs and sprite creation, animated SVG website elements
- HTML landing page builds using bootstrap.
- Lead the brand redesign project, combining both existing brands.
- The creation of various print readied materials such as press inserts and welcome packs.

Other Experience



Senior Sales Consultant
Everything Everywhere Ltd

2012 – 2015



Sales Consultant
Tesco Mobile

2010 – 2012

Skill Set

Software

- Adobe Creative Cloud Suite - XD, Photoshop, Illustrator, Dreamweaver, Acrobat DC, InDesign, Lightroom
- HTML and CSS coding
- Minimal JS and PHP coding
- Photo Editing/Proofing and Art working
- Wordpress Design & Development
- CMS Management - Wordpress, Contentful, Joomla
- Google Analytics/Optimise 360
- Invision
- Zeplin
- Comfortable on both Mac and Windows environments

Professional

- Strong communicator within a team
- Presenting to internal and external project stakeholders
- Managing Workloads and Deadlines
- Working with external providers
- Mentoring and Guidance
- Creative Direction
- Liaising with development teams

Misc.

Education

HND Interactive Multimedia Design
Moray Art College UHI 2008-2010

HND Computing Studies
Inverness, Millburn Academy 2007-2008

References

Work and Personal references are available on request.

Check out my portfolio

I have worked with local, family run businesses to internationally recognised brands across the world.

Projects