

Curriculum Vitae
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Hello there

I am a conceptual web designer, possessing a genuine creative flare, working with great precision and keeping an eye on the details.

I have comprehensive knowledge designing for ecommerce, leisure, community, corporate, intranet, PPC and CRM, with exposure of designing for mobile.

I have been designing for the web for 10 years now, working on a wide variety of online creative, from the large multi-disciplined UX design project to the humble animated gif and the ubiquitous flash banner.

Being analytically minded, I like to think about the task at hand, taking a common sense approach, and I'm not afraid to ask why in order to achieve better than expected results.

I'm a good communicator, confident and happy to talk to anyone in a business in order to establish and maintain a collaborative working environment.

Expertise

Highly proficient web designer working with Adobe Creative Suite 3; Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks and Flash, but I'm more than happy to swap the keyboard and mouse for a pen and paper.

I have good working knowledge coding HTML and CSS and therefore have an appreciation of the implications of designing for front-end mark up.

I also have knowledge working with wire framing software, and I'm teaching myself OmniGraffle at the moment.

2005 – Present

Senior UI Designer / Head of Design Rank Group

Brands: Mecca Bingo, G Casino, Blue Square, Grosvenor Casinos, Bingo Universal, 888, Virgin Media, Metro

I am the senior UI designer and the manager of a successful user centered design team.

I work within a busy project focused UX team, juggling several tasks simultaneously, liaising with internal marketing and product departments, producers, information architects, front end developers, third party suppliers, technical writers all in an Agile project management environment.

Achievements

Currently working for Mecca Bingo, the UK's largest Bingo provider on a 12 month lead UI designer role. Rebranding an ecommerce and gaming website and all associated marketing and product creative

Significantly reduced the number of duplicate satellite web pages by identifying commonalities and designing white label modular design solutions

Successfully implemented a bespoke 960 grid system to streamline the wire frame and UI design process

Implemented CSS Sprite technique to reduce server load times and reduce website maintenance

Expanded design team from one to five members to promote an in-house studio to the Rank Group. As a result we've reduced the cost of outsourcing, reduced the turnaround of work and are responsible for the management and evolution of Rank Interactive brands

Implemented a design briefing process to capture and document departmental objectives and encourage a collaborative working environment

My outstanding job performance enabled me career progression and promotion to a position of greater responsibility and personal challenge

2001 – 2005

Web Designer Informa

Brands: Taylor and Francis, Routledge, Informa Global Markets, Informa Group

A role perhaps better referred to as a webmaster in those days, a demanding role due to sheer number of simultaneous design projects worked on at any one time.

Responsible for the design, build and maintenance of numerous corporate, ecommerce and imprint microsites, promotional html emailers and flash banners.

Achievements

Designed and coded a white label template to enable internal departments in the US and the UK to publish and maintain corporate branded and promotional websites with minimal effort

Involved in the roll out of the global brand for the Taylor and Francis Group

Facilitated in the design and the implementation of a bespoke ecommerce system

Designed the global Intranet for the Informa Group

1998 – 2001

Reprographics Printer / Junior Designer Logica

Along with daily print room duties I took the initiative to design, build and maintain the departmental website in my own time. Adding the site to the corporate Intranet, enabling greater business exposure, highlighting in-house services and savings.

During this time I attended a self funded web design training course to help pursue career change

1997-1998

Head Chef Cahoots Restaurant

In a previous life working as a chef, I ran a busy London restaurant kitchen. Supervising two chefs, maintaining high standards of food presentation in a high-pressured environment. I developed seasonal menus, sourced local provisions, negotiated costs with suppliers and was responsible for achieving weekly profit.

2010 – Freelance work

True Survival

www.truesurvival.co.uk

Design, branding and marketing of an ecommerce website for an independent retailer.

2009 – Freelance work

Lalzit Bay Hotel and Spa

www.lalzitbay.com

Designed a Wordpress hosted website to promote the development of a luxurious 5 star Albanian holiday resort.

2005 – Freelance work

Mums the Word

www.mumstheword.com

Designed an ecommerce website and marketing creative for one of the UK's most comprehensive ranges of maternity products.

Outside of the office

I am a sucker for a shiny gadget or two, so usually find myself online somehow throughout the day.

I try to make time to keep up with all that is web, books, magazines, aggregators and a follower of a tweet or two.

When the weather is fair I'm a keen gardener, and when the weather is fine I'm a master BBQ'er.

I have recently become an amateur car mechanic buying and old Land Rover to play with; It's fair to say that eBay is doing well out of my new hobby.