

George Evans

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Senior Digital Designer & Web Specialist with nearly a decade of experience delivering websites, branding and digital marketing solutions. Experienced in UX/UI design, digital strategy, marketing automation and project leadership. Skilled in designing and building responsive websites, combining modern website platforms, page builders and AI-assisted front-end workflows to create, customise and refine high-quality digital experiences.

Looking for **remote roles** only.

SKILLS

- **Web Design & Development:** WordPress, Shopify, Squarespace, Wix, Elementor, WPBakery, Uncode, GitHub Pages
- **Digital Marketing:** Email Marketing, Marketing Automation, Website Analytics, Conversion Tracking, SEO Best Practices
- **Design:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), Branding, Visual Identity, Typography, Layout Design
- **UI/UX:** Wireframing, User Experience Design, Figma, Adobe XD
- **Technical:** Website Management & Optimisation, Responsive Web Design
- **Project Management:** Team Leadership, Stakeholder Management, Resource Planning, Workflow Development, Trello, Microsoft Planner
- **AI & Productivity:** AI-Assisted Front-End Development, AI-Assisted HTML & CSS Implementation, AI-Assisted Problem Solving, Design-to-Build Workflows, Rapid Prototyping, Research, Process Automation

EXPERIENCE

Web Designer & Creative Services Manager — Copper Consultancy, Chester, Apr 2024 – Present

Design & Development

- Led the design and development of responsive client websites using WordPress, including Elementor, WPBakery, and Uncode.
- Managed and maintained WordPress websites, implementing content updates, SEO best practices, plugin integrations, analytics tools, contact forms, and ongoing client-requested enhancements.

- Delivered end-to-end brand identity projects, managing the logo design process from research and concept development through to final artwork.
- Developed branding and visual identity systems for renewable energy projects, helping communicate complex environmental and economic benefits to stakeholders.
- Produced a wide range of digital and print communications, including brochures, newsletters, flyers, reports, and stakeholder engagement materials.

Management & Operations

- Managed a 14-person design and development team, overseeing project planning, resource allocation, and workload management.
 - Implemented Trello and Microsoft Planner workflows and facilitated regular team check-ins to improve project visibility, collaboration, and delivery.
 - Coordinated freelance designers and developers to support project delivery and manage fluctuating resource requirements.
 - Developed project briefs, managed stakeholder expectations, and ensured projects were delivered on time and within scope.
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Freelance Web Designer & Digital Consultant — Studio Evans, Apr 2016 – Present

- Designed and built a custom portfolio website using HTML, CSS, Dreamweaver, GitHub Pages and AI-assisted front-end development, iteratively refining and extending the HTML and CSS to improve functionality, responsiveness, performance and user experience.
 - Provide end-to-end digital, web, and branding services for clients across a range of industries, managing projects from initial consultation through to delivery.
 - Design, build, and maintain WordPress and Shopify websites, including content management, plugin integrations, analytics implementation, SEO best practices, and ongoing support.
 - Create visual identities, logos, marketing collateral, and digital assets to strengthen brand presence and customer engagement.
 - Produce website and e-commerce content using AI-assisted workflows to improve efficiency, maintain consistency, and support search visibility.
 - Manage client relationships, gather requirements, provide strategic recommendations, and oversee project delivery to agreed timelines and budgets.
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Digital Designer — RSK Group, Chester, Feb 2022 – Apr 2024

- Produced digital assets for multiple RSK Group business units, including website content, email marketing campaigns, social media graphics, and digital marketing materials.
- Designed and maintained website components, ensuring consistency with brand guidelines, user experience principles, and business objectives.
- Supported email marketing initiatives through the creation of campaign assets, templates, and promotional content.

- Collaborated with stakeholders across a diverse portfolio of businesses to gather requirements, manage feedback, and deliver projects to deadline.
 - Maintained brand consistency across all digital communications while ensuring a high standard of visual design and content quality.
 - Researched and adopted emerging design tools, technologies, and industry trends to improve workflows and creative output.
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Head of Design — Type One Style, Kent, Aug 2021 – Jan 2022

- Promoted to Head of Design to lead a company-wide rebrand and establish a cohesive visual identity across all customer touchpoints.
 - Overhauled the email marketing strategy in Klaviyo, implementing automated workflows that increased email marketing revenue by 523% within the first month.
 - Managed end-to-end email marketing campaigns, including audience segmentation, A/B testing, deliverability monitoring, performance reporting, and campaign optimisation.
 - Led Shopify website enhancements, including theme customisation, landing page creation, UX improvements, and optimisation of key conversion elements.
 - Collaborated with stakeholders across the business to align branding, marketing, and e-commerce activity with commercial objectives.
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Digital Designer — mmunic LTD, Chester, Apr 2020 – Nov 2021

- Led the company rebrand, designing and delivering a new visual identity and corporate website in collaboration with the Studio Manager.
 - Designed and developed website content and digital assets to support marketing campaigns and business objectives.
 - Delivered email marketing campaigns from concept through to execution and performance analysis.
 - Provided web design, email marketing, and social media services for major retail clients, including Booker, Makro, and Londis.
 - Managed social media activity across multiple channels, including content planning, scheduling, community engagement, and paid and organic campaigns.
 - Collaborated with clients and stakeholders to ensure projects were delivered on time and aligned with brand and marketing objectives.
 - Built strong client relationships, leading to ongoing freelance design and digital marketing support following my employment.
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Web & Print Designer — Ellison Europe, Wrexham, Apr 2019 – Apr 2020

- Contributed to the Sizzix brand refresh, supporting the development of marketing assets across digital and print channels.

- Produced B2B and B2C marketing collateral, including packaging, promotional materials, website assets, and campaign content.
 - Introduced animated GIFs into email marketing and website campaigns, increasing engagement and supporting the adoption of new digital marketing approaches.
 - Collaborated with marketing, product, and creative teams to deliver consistent brand communications across multiple customer touchpoints.
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Junior Graphic Designer — Digitally Disruptive, Tarporley, Mar 2018 – Apr 2019

- Achieved accelerated promotion within three months, recognising strong performance, initiative, and rapid development of design skills.
 - Managed client projects and communications, acting as the primary point of contact for multiple clients to ensure projects were delivered efficiently and to brief.
 - Designed a 140-page commercial brochure, contributing to a measurable increase in client sales and engagement.
 - Produced a range of digital and print marketing materials, supporting client branding, marketing campaigns, and business objectives.
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Internship — View Creative Agency, Rhos-on-Sea, Aug 2014

Completed a design internship within a creative marketing agency, supporting branding and packaging projects. Contributed concepts to the redesign of Llaeth Y Llan packaging, including the Welsh blanket motif featured in the final design.

EDUCATION

BA Hons in Graphic Design & Multimedia — Wrexham University