

GARY WILLIAMS DESIGNER & MANAGER

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PROFILE

With over 15 years of experience in design, I am a commercially focused, highly creative, enthusiastic manager with experience across a wide range of media and a recent specialism in digital and web design. For the past 12 years I have worked in the fast-paced world of TV shopping, supporting the e-commerce and marketing department in all aspects of design, including brand, on-site content / blogs / social, SEO, A:B testing and on-site optimization. I am proficient in a number of technology platforms and design tools, including HTML/CSS, content management systems (CMS) and the Adobe Creative Suite inc. Photoshop.

EMPLOYMENT HISTORY

Web Design Manager Ideal Shopping Direct Ltd - May 2017 – present
Senior Web Designer Ideal Shopping Direct Ltd – October 2013 – May 2017

Ideal Shopping Direct is a TV shopping business owned by Aurelius private equity with two brands broadcasting live 24/7 on Freeview/Sky/Virgin plus a daily overnight simulcast on ITV. This role was to lead a team of E-Commerce web designers and delivery of content for the Ideal World website.

Key Responsibilities:

- Promoted – in-role twice, from Web Designer to Senior Web Designer – and then to Web Design Manager
- Ensuring the delivery of web content and design to meet tight daily commercial deadlines for the TV shopping business
- Managing and execution of design projects such as key events, UX/UI upgrades, CRM/email/blog content
- Developing designs into working HTML/CSS for publish to CMS templates / the live site
- Implementing SEO best practices in content and technical page architecture
- Managing a team of designers including monitoring workload, personal development, coaching and KPIs
- Planning and strategy of promotional activity content online, and management of design tasks on Task Management System
- Introducing new templates, concepts and development for banner and page design for Idealworld.TV and Createandcraft.com
- Leveraging data from Google Analytics and other platforms (A:B testing/search data/customer insight) for design optimisation
- Developing user guides for online content and briefing documents for design process
- Working alongside Television, Retail & Commercial teams to deliver all online communications and event strategies
- Headed up key design processes, and creating synergy between Marketing, eCommerce and CRM design

Key Achievements:

- Undertook a full redesign of the Ideal World website from homepage through search and category to product pages
- Introduced and owned web brand guidelines for the Ideal World rebrand and continued to ensure consistency
- Collaborated with team to deliver upgraded web technology to HTML 5 and Bootstrap 4 standards
- Implemented, applied, and managed a work-flow task management system for the design team to improve process efficiency
- Migrated full site content across to the CMS platform.

Web Designer Ideal Shopping Direct, Ltd - Mar 2009 - Oct 2013

Responsible for creative content of web banners, craft magazine (print and online), marketing flyers, landing page builds and email communications.

- Delivering external communications to customers both online and through other media including website and print media
- Enhancing and modernising the design creative for both online and email solutions
- Developing a new e-magazine platform for the business
- Designing social media artwork to support the marketing strategy

Creative Marketing Manager Celebrations Group Ltd - Dec 2007 - Feb 2009

Celebrations Group was a card and gift retail business with 290 stores across the UK. This role was to manage all print marketing and communication across the business, from in-store customer facing to internal head office comms.

Key Responsibilities:

- Design, production and delivery of marketing materials to 288 retail outlets in the UK mainland and Northern Island
- Delivering internal communications projects to head office, field teams and retail stores
- Introducing new supply chains for greater quality, speed and cost benefits
- Working to set budget parameters, controlling periodic spend
- Working alongside retail & commercial teams to deliver all marketing strategies
- Supervising external resources and people to achieve objectives

Key Achievements:

- Designed and implemented a creative rebrand of store point of sale across all stores including brand guide communications
- Produced regular and clear merchandising communications for store use
- Created promotional POS campaigns complement permanent directional signage to reduce overall costs of promotions

Marketing Point of Sale Manager Choices UK PLC, May 2004 - Dec 2007

Choices UK was an entertainment retailer with 300 UK stores and 7000 in-store branded concessions. Promoted to Marketing POS Manager following the period from Nov 2000 - May 2004 as Visual Merchandising Coordinator.

Key Responsibilities:

- Creating promotional communications documents and weekly communications updates
- Managing briefing documents and presentations for the marketing team
- Developing exhibition stands and graphical display concepts to completion
- Production distribution and warehouse management of POS materials
- Working to and managing budget parameters; monitoring and logging periodic spend

Key Achievements:

- Developed and implemented efficient electronic price tagging solutions for in-store products, reducing waste and costs
- Created effective work stream planning of production time lines for marketing strategies
- Designed and implemented new fascia solutions for rebranding strategy
- Devised successful POS storage and ordering processes for the company

EDUCATION

BA (Hons) Degree – Design Management 2:1 | De Montfort University, Leicester

4 x A Levels, 1 x AS Level, 10 x GCSEs | The Deepings School, Deeping St James, Peterborough

INTERESTS & ACTIVITIES

Photography ★ Painting ★ Automotive Enthusiast ★ Music ★ Movies ★ Motorsports ★ Cycling ★ History & Research