CRAIG AITKEN

Web Designer

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SKILLS

- WordPress Development
- User Interface Design
- User Experience Design
- Responsive Web Design (HTML5, CSS3)
- Adobe Creative Suite (Photoshop, Lightroom)
- Cloud Computing & Deployment
- Front-End Development (JavaScript)
- Accessibility & User-Centred Design
- SEO Optimisation

REFERENCES

Kirsty Tait
Real Good Dental, Edinburgh
+44 7467 451 389, kirsty.tait@realgooddental.com

John Townend
Real Good Dental, Edinburgh
john.townend@realgooddental.com

PROFILE

Web Designer with 8+ years of experience creating intuitive and visually engaging websites. Expertise in UI/UX design, responsive layouts, and creating seamless digital experiences that drive engagement and conversions.

EXPERIENCE

Web Developer   Jun 2022 - Jun 2024
Real Good Dental, Edinburgh

- Designed responsive WordPress websites for 60+ dental practices, improving user experience and cohesive branding.
- Created high-quality graphics with Adobe Suite, enhancing brand identity and visual experience across platforms.
- Led redesigns of legacy websites, boosting UI/UX, user flow, and engagement while adhering to SEO standards.
- Designed high-conversion landing pages for open days, improving patient engagement and sign-ups for treatments.
- Collaborated with SEO experts to integrate design and functionality, optimising aesthetics and usability.

Web Developer   Jan 2019 - Jun 2022
CO2 Design, Glasgow

- Designed custom website prototypes using Photoshop and WordPress, focusing on responsive, user-centric layouts.
- Worked closely with clients, translating their needs into visually compelling and user-friendly website designs.
- Led projects from concept to execution, ensuring client satisfaction and high standards for usability and aesthetics.

EDUCATION

BSc (Hons) Web and Mobile Development   2015 - 2017
University of the West of Scotland, Glasgow

- **Web Development**: Developed responsive web applications using HTML5, CSS3, and JavaScript.
- **Mobile App Development**: Built cross-platform apps for Android and iOS, focusing on usability and performance.

- **UI/UX & Accessibility**: Applied user-centred design principles and accessibility standards.

HND Interactive Media: Web Development   2013 - 2015

City of Glasgow College

- **Web Development**: Acquired skills in HTML, CSS, JavaScript, PHP, and database integration.
- **Mobile Development**: Developed proficiency in creating responsive designs and mobile applications.
- **Digital Media Production**: Learned techniques in motion graphics and visual effects (VFX).