

CV

TOM PATRICK

## INTRODUCTION

CV

TOM PATRICK

Phone: 07581 474 474  
E-mail: [me@tompatrick.co.uk](mailto:me@tompatrick.co.uk)  
Address: South UK  
Website: [tompatrick.co.uk](http://tompatrick.co.uk)

As an established self-employed designer since 2007, I've had the privilege of working with a wide range of businesses and work fields.

My enthusiasm, confidence and breadth of knowledge provides a high quality service which has customers returning as long-term clients.

CV

TOM PATRICK

## FREELANCE

2012 - CURRENT / [TOMPATRICK.CO.UK](http://TOMPATRICK.CO.UK)

Area: Designer

Role details: Producing design for both off-line and on-line areas, animation website design, logo design, bespoke webapp interfaces (UI/UX).

All clients listed are current and available for reference.

[Beach Cafe](#)

[Beacon Property Services](#)

[Curtis Electrical](#)

[Dauids Belts](#)

[Dragon Pearl](#)

[Flower Garden](#)

[Impact Property Developments](#)

[Inflatable Tavern](#)

[Island Memorials](#)

[Jo Cooper Swimming](#)

[Natural Vacuum](#)

[Naughty Needles](#)

[Personalize](#)

[Phoenix Laser](#)

[PJC Glazing](#)

[Royal China](#)

[SWR Logs](#)

[Bembridge Flower Shop](#)

[Driftwood & Daisies](#)

[Bay Tree Florist](#)

[Violets Florist](#)

[No 21 Flowers](#)

[Passion Flower](#)

[The Lavender Hut Florist](#)

[The Hampshire Florist](#)

[Michelle Hunter Flowers](#)

[Flowers of Enchantment](#)

[Cascading Petals](#)

[Moss & Mapleflowers](#)

[Haran & Harrison's Flowers](#)

CV

TOM PATRICK

## EMPLOYMENT

### 2016 - 2017 / DNN SIGNS

Area: Print shop

Position: Designer

Role details: Creating artwork for various types of media, communicating with clients, managing web presence and e-mail marketing.

### 2014 - 2016 / MARINE & OUTDOOR CLOTHING

Area: E-commerce shop

Position: Design and marketing

Role details: Designer for promotional material. Advertising, including e-mail marketing, white-hat SEO, blog articles, Facebook and Twitter. Web design and management, including sales increase with call-to-actions, improving accessibility, decreasing drop-off rate, increasing page-load speed.

### 2007 - 2012 / ICRTOUCH

Area: Software company

Position: Head designer

Role details: Designing promotional material, including leaflets, brochures, stationery and online media. Managing marketing to promote ICRTouch's software, hardware and website.

CV

TOM PATRICK

## SKILLS

### GRAPHIC DESIGN

Software: Adobe InDesign, Illustrator, Photoshop, Lightroom, Fireworks.

Fields: Printed & digital media, logo design, branding, UI, UX.

### MOTION GRAPHICS & AUDIO COMPOSITION

Software: Adobe After Effects, Audition, Animate.

Fields: Digital animation, video editing and composition.

### MARKETING

Software: Google Adwords, Analytics, Webmaster tools, PageSpeed.

Fields: White-hat SEO, Facebook, Twitter, copywriting for promotional literature.

### WEB DEVELOPMENT/DESIGN

Software: Notepad++, Brackets (macos), MySQL, SaSS/Less

Fields: Basic HTML and CSS skills.

CV

TOM PATRICK

## REFERENCES

Prior to contact, please schedule a date.

Name: Damon Larter  
Position: Business Owner  
Address: DNN Signs, 107 High Street, Ryde, Isle of Wight, PO33 2SZ  
Telephone: 01983 717 265  
E-mail: [damon@dnnsigns.co.uk](mailto:damon@dnnsigns.co.uk)

Name: Richard Scott  
Position: Business Owner  
Address: Marine & Outdoor Clothing, 22 Cross Street, Ryde, PO33 2AA  
Telephone: 01983 812 879  
E-mail: [enquiries@marineandoutdoorclothing.co.uk](mailto:enquiries@marineandoutdoorclothing.co.uk)

Name: Independant feedback from UpWork  
Position: Freelance designer  
Ratings: [30 5-start reviews](#)  
Website: [www.upwork.com/workers/tompatrick](http://www.upwork.com/workers/tompatrick)

Additional references available.

## SUCCESS STORIES

CV

TOM PATRICK

### CLIENT: FLOWER GARDEN | FLORIST

A local florist unsatisfied with their non-responsive website required a bespoke site that included an e-commerce shop. Along with creating a strong working relationship, I followed my standard procedure, which includes:

1. Discuss clients' key goals and explain how to achieve them.
2. Create skeleton views of each page so amendments can be made efficiently.
3. Once work is complete, provide client with ongoing support.

I surpassed the clients expectations and have detailed a few of the solutions:

**Goal #1:** Create a responsive, SEO-friendly, effective website.

**Solution:** The demographic of the florists customers were predominately female between the ages of 21-60. Taking this into account, the website had to be pleasing to the eye while retaining their branding, be easy to navigate, and among other things, have customers return time and time again. The project was a complete success and the site has been ranked #2 for their main keyword "*isle of wight florists*".

**Goal #2:** Develop an easy to use, bespoke online shop.

**Solution:** While many existing e-commerce systems exist, such as Magento and OpenCart, the client required a simpler interface that all staff members could use with little to no training. A custom solution was therefore chosen, and having approved all page mock-ups with the client, I commissioned a backend PHP developer to create the bespoke e-commerce platform. Since this was the most time-consuming area of the project, it begun early on in the project. 4-years on, and the platform has gained over 2,000 orders (approx £70,000 in sales).

## TESTIMONIALS

CV

TOM PATRICK

“

Outstanding designer. The best I've worked with on UpWork. Listened to my feedback and comments and was able to take them and deliver a very unique design that was exactly what I was looking for. Was courteous, professional, very responsive and easy to work with. The whole process was a pleasure. I really appreciated the attention to detail and to the commitment of delivering a high quality product in a very timely manner. I couldn't have asked for anything to be better. Highly recommended - I will hire again. Thanks so much! ~ [UpWork](#)

“

Tom was very accommodating given that we could not always provide the information that he needed on time. His work is fresh, eye catching and represents our brand intention very clearly. Tom also went beyond the requirements and supplied us with a very clear brand identity manual - thank you Tom. We would definitely recommend him to any of our network of clients and use him again for future branding! ~ [UpWork](#)

“

We're so pleased with our website, and the software is so easy to use. We now have regular online orders. ~ [Bay Tree Florist](#)