

CV

TOM PATRICK

INTRODUCTION

CV

TOM PATRICK

Phone: 07581 474 474
E-mail: me@tompatrick.co.uk
Address: South UK
Website: tompatrick.co.uk

As an established self-employed designer since 2007, I have 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.

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EMPLOYMENT

2017 - CURRENT / TRANSALIS

- Area: B2B EDI (Electronic Data Interchange)
- Position: Digital Designer
- Role details: Producing design for both off-line and on-line areas, e-mail marketing, website design, bespoke webapp interfaces (UI/UX).

2016 - 2016 / DNN SIGNS

- Area: Print shop specialising in office stationery, signage and car vinyls
- 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.

EMPLOYMENT

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2007 - 2012 / ICRTOUCH

- Area: EPoS software
- 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.

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FREELANCE

2012 - CURRENT / TOMPATRICK.CO.UK

All clients listed are current and available for reference.

- [Beach Cafe](#)
- [Beacon Property Services](#)
- [Curtis Electrical](#)
- [Davids Belts](#)
- [Dragon Pearl](#)
- [Flower Garden](#)
- [Impact Property Developments](#)
- [Inflatable Tavern](#)
- [Island Memorials](#)
- [Jocooper 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 & Harrisons Flowers](#)

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SKILLS

GRAPHIC DESIGN

- Software: Adobe InDesign, Illustrator, Photoshop, Lightroom, Fireworks.
- Fields: Printed media, 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: I have basic HTML and CSS skills.

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EDUCATION

- Current UK Driving Licence
- DOB: 13 / 03 / 1987

2004 - 2005 / ISLE OF WIGHT COLLEGE

- BTEC 1st Diploma in Art and Design
- Photography level 2
- Key Skills in communication
- Library and Information Skills

2000 - 2004 / MEDINA HIGH SCHOOL

- GCSE's in Design, English, Mathematics, Science, Graphics, Electronics, Geography and Recreational activities

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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

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

Name: Independant feedback from UpWork
Position: Freelance designer
Ratings: [25x 5-start reviews](#)
Website: www.upwork.com/workers/tompatrick

Additional references available.

SUCCESS STORIES

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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

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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](#)

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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](#)

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