

CATHERINE ALLEN-FIELDING

Mobile: 07989 457 436 | Email: cath_allen14@hotmail.com

senior web designer & front end developer

<http://www.cjadesigns.co.uk>

I'm a Senior Web Designer and Front-End Developer who loves blending creativity with technical know-how to bring ideas to life. I'm a self-starter who enjoys solving problems and working with others, always up for tackling whatever the next project brings.

Bringing over 20 years of experience in web development within the eCommerce industry, I've had the pleasure of working with incredible companies and honing a diverse skill set.

WORK HISTORY

 Buyagift

 Senior Web Designer

 Jan 2021 - Present

As Senior Web Designer, I am responsible for:

- Leading the end-to-end front-end design and development lifecycle, from concept to deployment, for key peak campaigns including Valentine's, Mother's Day, Father's Day, Black Friday, and Christmas - delivering production ready HTML, CSS, and jQuery assets optimised for performance and accessibility
- Create CRM assets that align seamlessly with onsite campaign creatives
- Design standalone affiliate and social banners for campaigns and promotional offers
- Use After Effects and Premiere Pro to craft social and promotional videos featuring smooth transitions, engaging effects, and polished audio that tell a compelling, cohesive story
- Collaborate with in-house teams to design print materials for both retail and corporate needs, ranging from brochures to packaging.
- Leverage AI tools for content creation and image manipulation, ensuring all visuals align with brand guidelines.

 OceanPrint

 Senior Front End Developer

 Feb 2019 to Jan 2021

As a Senior Front-End Developer, I am responsible for the full lifecycle of client websites, including design, development, implementation, and ongoing maintenance. I specialised in building WordPress sites and custom themes, ensuring that each website meets client specifications. Additionally, I create HTML emails and social media visuals to align with the client's brand and marketing goals.

I collaborate directly with clients to understand their website expectations, ensuring timely delivery of projects that align with their briefs and objectives.

- Wordpress website development with custom built themes
- Design & develop HTML Emails for clients to send out
- Maintain client websites with BAU changes

 Buyagift

 Lead Senior Designer

 Aug 2017 to Feb 2019

I was the lead designer and stakeholder for new enhancements/projects on the website and provide prototype and production-ready HTML, CSS & jQuery for the back-end IT team to implement

- Work closely with the IT back-end developers and off-shore team to ensure all projects are delivered on time and that all front end code provided is implemented correctly
- Design & code web pages, micro sites, banners, email designs, affiliate banners, affiliate voucher code campaigns and promotional campaigns and general day to day updates on the website

SKILLS & SOFTWARE

HTML5  CSS3  JQUERY 

PHOTOSHOP  RESPONSIVE 

CONTENTFUL  BOOTSTRAP 

WOOCOMMERCE  WORDPRESS 

ILLUSTRATOR  INDESIGN 

SHOPIFY  ADOBE PREMIERE 

ANIMATION  AFTER EFFECTS 

VIDEO  PHP  SQUARESPACE 

BRANDING  PRINT MATERIALS 

CRM EMAILS  WEBSITES 

RETOUCHING  UI/UX DESIGN 

A/B TESTING  MVT TESTING 

AI CONTENT CREATION 

TEAM MANAGEMENT 

EDUCATION

A LEVELS - June 2003

Economics A

Psychology A

English Literature C

General Studies A

GCSE's - June 2001

(inc Maths & English) - all grades A*-C

REFERENCES ARE AVAILABLE
ON REQUEST

CATHERINE ALLEN-FIELDING

Mobile: 07989 457 436 | Email: cath_allen14@hotmail.com

senior web designer &
front end developer

<http://www.cjadesigns.co.uk>

Buyagift

Design Manager

Jan 2013 to Aug 2017

Project lead for the re-design & development of a re-branded and responsive website. This included wireframes, high-fidelity designs & using the Bootstrap wireframe to re-code all of the Buyagift website. Through on site MVT tests the new designs were optimised for customer experience and new functionality was introduced.

In addition to this I:

- Manage an in-house team of four designers to keep the day to day running of the website running smoothly, ensure the brand is implemented correctly across all channels. Design & code web pages, microsites, banners, email designs, affiliate banners and promotional campaigns.
- Work closely with the IT team and off-shore teams to ensure all projects are delivered on time and that all front end code provided is implemented correctly.
- Re-branded the Buyagift website within the first 3 months and re-designed key areas such as header, category pages and product page, which saw an increase in conversion of 4%.

Comet

Production Manager

May 2010 to Nov 2012

As Production Manager I was responsible for making sure all website content and projects were delivered on time and to a high standard. Included in this content was the design & code for microsites, landing pages, campaigns, emails and blogs.

- Delivered the front end development and production for 3 websites to tight deadlines and inline with commercial needs.
- Managed the email marketing strategy ensuring a minimum of 2 emails were sent out a week
- Worked closely with the in-house marketing studio & commercial teams to ensure offline marketing campaigns are reflected online and on the mobile site
- Direct and oversee the work of an in-house team of designers, as well as freelancers, contractors and external agencies to ensure they work within brand guidelines

Comet

Web Designer

Aug 2006 to May 2010

Responsible for the day to day upkeep of multiple company websites. Responsible for the design and build of commercial campaigns, direct email marketing, feature pages, promotions, affiliate banners and buying guides.

SKILLS & SOFTWARE



EDUCATION

A LEVELS - June 2003

Economics	A
Psychology	A
English Literature	C
General Studies	A

GCSE's - June 2001

(inc Maths & English) - all grades A*-C

REFERENCES ARE AVAILABLE
ON REQUEST