

# LEON STRYDOM

DIGITAL DESIGNER

## CONTACT ME

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🖱 [www.leonstrydom.com](http://www.leonstrydom.com)

## CONNECT WITH ME

🌐 [www.linkedin.com/in/leon-strydom](http://www.linkedin.com/in/leon-strydom)

🐦 @mrniceleon

## ABOUT ME

Throughout my career, I've worked as a designer across web and print, with a client base that spans across a range of industries such as: retail, fashion, entertainment, catering, healthcare, fintech, and recruitment.

Naturally inspired and engaged by digital innovation, and with unflinching enthusiasm for evidence-based user-centred design, I strive to produce solutions that help businesses thrive and that provide real value for the end user.

I believe as strongly in the effectiveness of collaboration as I believe in the value of maintaining a pleasant working relationship with my colleagues.

## DESIGN SKILLS

User Research  
Research Synthesis  
Information Architecture  
Interaction Design  
UI Design  
Visual Design  
Prototyping  
User Testing

## TECHNICAL SKILLS

Sketch, Adobe XD  
Photoshop, Illustrator  
After Effects  
Invision, Marvel  
Verify App, UsabilityHub  
Mailchimp, Campaign Monitor  
Dreamweaver  
HTML, CSS, jQuery

## EDUCATION

### UX Academy (2016 - 2017)

DesignLab, Online tuition

Project-based, mentor-led curriculum focusing on the entire user experience design process. Under the mentorship of leading UX professionals, I gained hands-on experience with user centered design from the ground up.

I developed and designed two products which included a responsive e-commerce site and enhancements for an existing music-sharing and streaming platform. These projects helped me gain strong skills in each pillar of UX: from user research and synthesis, to ideation, to visual design, to prototyping and testing.

### BA (Hons) Graphic Communication (2004-2007)

University College for the Creative Arts at Farnham, Surrey

### Diploma in Foundation Studies Art and Design (2003-2004)

University College for the Creative Arts at Farnham, Surrey

### A-Level Graphic Design, A-Level Fine Art (2001-2003)

Farnborough 6th Form College, Farnborough, Hampshire

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## PROFESSIONAL EXPERIENCE

### Digital Designer - Hearst Magazines (March 2019-May 2019)

For this digital and print contract role, I had the pleasure of working within Hearst's digital marketing team, based in the centre of Leicester Square. Working across brands such as *Good Housekeeping*, *Esquire*, *Harper's Bazaar*, *Men's Health*, *Cosmopolitan* and more, duties included:

- Collaborating with various stakeholders such as account managers, senior designers, editors and developers.
- Production of deliverables for lead generation and omnichannel campaigns: From digital content and assets like GDN banner ads of all formats, email headers and promotional hero banners for the company website, to printed, in-book peripherals like carrier sheets, subscription pages and inlays.
- Delivery of digital assets optimised as per technical requirements set during collaboration with developers.

### Freelance Designer - Marketplace Marketing Ltd (May 2018-Nov 2018)

Marketplace Marketing's client-base spans across the healthcare industry, and includes names such as Johnson & Johnson. This role required duties to be carried out across print and digital, which included:

- Design and code of online marketing deliverables such as email templates
- Design and preparation of printed marketing materials

### Web and Print Designer - RWP Group (Jan 2018-April 2018)

This web and print-based role required taking ownership of client projects, ensuring that the client's brief is always fulfilled and that their expectations of creativity, quality and customer service are always achieved, if not, exceeded.

- Client contact and management from brief through to launch or fulfilment
- Design, code and maintenance of brochure and E-commerce websites
- Design and preparation of all printed marketing materials
- Building relationships with third party suppliers to ensure that the project goals are met

### Freelance Web and Print Designer (June 2016-Sept 2016)

Web and print services delivering everything from corporate literature to website layouts and visuals. Clients included:

- Vinco Marketing – Chichester-based marketing agency
- Glu Global – Fintech startup based in South Africa

### Web Designer - Rida Group (May 2015-May 2016)

Visual design and front-end development role for a marketing agency with a client-base positioned within the recruitment industry.

- Designed concepts and visuals for client websites
- Built and deployed signed off website concepts using Wordpress
- Design, code and delivery of email drip-marketing campaigns

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## PROFESSIONAL EXPERIENCE *Continued*

**Freelance Web and Print Designer** (Jan 2012-April 2015)

Web and print services delivering everything from corporate literature to website layouts and visuals. Clients included:

- Ski Bespoke – Luxury holiday organisers, based in West Sussex
- Verité Creative Marketing – Marketing agency for charities, mission organisations and churches across the UK

**Web and Print Designer - LWS Marketing** (May 2010-Oct 2011)

**Web and print Designer - Verité Creative Marketing** (May 2008-April 2010)

**Design Intern - Agency.com (Now Designory)** (July 2005)

**REFERENCES AND FURTHER DETAILS ARE AVAILABLE ON REQUEST**