



**Phillip Clarke**  
Digital Creative

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## PERSONAL STATEMENT

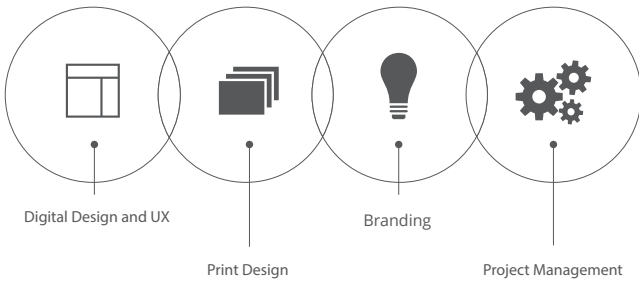
For me, it's all about design.

One of my earliest memories is going to bed probably around the age of 6 and staying up as long as possible, figuring out how to draw 3D objects. At school I was the go-to person for friends wanting anything designing; games covers, to event posters. This passion for design has carried on through my life and into my career.

As a digital creative with over 16 years' experience in the industry, I've worked with an array of companies including Money Super Market, Ocean Finance, ABLE Alarms, Arena Racecourse Group, Vulkan, Ronnie Scotts, and Capital One. I have worked with companies in sectors which vary from logistics to law, fashion to finance.

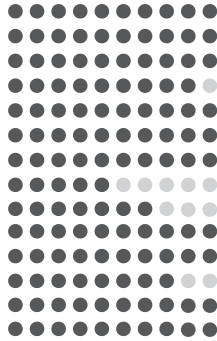
With a strong agency and commercial design background, I excel in both digital and print design. I am highly motivated and passionate, with strong project management skills. I have lead teams, and I'm comfortable working in Agile project environments.

## MY SPECIALITIES



## DESIGN SKILLS

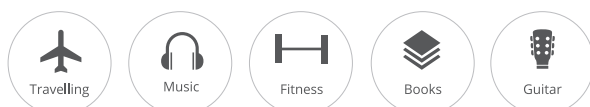
Visual Design  
Invision  
Sketch  
Animation  
Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
3D Modelling  
Video Editing  
Responsive Design  
HTML & CSS  
Web usability  
Scrum / Kanban / Agile  
WordPress



## LANGUAGE SKILLS



## HOBBIES & INTERESTS



## EDUCATION



## WORK EXPERIENCE



From 2017 to 2019  
Senior UX/UI Designer.  
Whirlpool Corporation



From 2010 to 2017  
Senior Designer / Dev.  
Capital One

### Current responsibilities

- Working on multiple Whirlpool corp brands inc' KitchenAid, Whirlpool, Hotpoint, Indesit and company delivery portals
- Managing and mentoring immediate digital team
- Leading meetings with key clients / stakeholders / suppliers
- Coordination photoshoots with external agencies
- Holding companywide digital workshops to drive digital change
- Implementation of Hotjar tracking and MVT - A/B testing tools
- Optimising web pages based on heatmap data
- Driving UX improvements to all Whirlpool company websites throughout EMEA
- 30% increase in clicks on the Buy Now button
- 7000% increase on clicks to Buy Now button on campaign landing pages
- Increase in website engagement with inclusion of rich media such as feature video and graphics
- Lead design for campaign creative
- Design and build of microsities
- Design and build of online media library
- Company appliance delivery portal redesign and email redesign and build
- Collaborative artwork/brand with the Jamie Oliver team
- Managing budgets
- Social creative
- Product page creative for affiliate retailers such as Currys, AO etc
- Creating 'toolkits' for retailers to activate campaigns
- Working closely with international teams to influence global change
- Digital and Print design
- Data driven design

### Responsibilities

- Design of the brand new in house Capital One web servicing application in co-ordination with Product and UX.
- Design and prototyping of components, in readiness for development to start.
- Taking on the position squad lead in absence of senior management.
- Attending daily management stand-ups and writing weekly status reports.
- Running fortnightly team retros.
- Facilitating regular planning sessions including scoping and estimation of work.
- Leading 'Visual Design Essentials' workshops.
- Designing landing pages in omni-channel marketing campaigns.
- Being responsible for management of the delivery team for the Capital One acquisition website, including hands on planning and delivery of front-end website changes as required by the business.
- Responsible for the design and build of the Quick Check section of the Capital One website. This was an industry leader and has been replicated by many companies since.
- Running multivariate testing on the acquisition website
- Co-ordination with third party companies on design of their landing pages within the Capital One domain. Giving a seamless journey from their site to the capital one third party branded application form.

### Other previous roles:



From 2009 to 2010  
Lead Designer.  
Patterson Medical Ltd



From 2007 to 2009  
Web/Graphic Designer.  
Let's Talk Marketing

### Disciplines

- Working in Agile/Scrum.
- Requirements interpretation and lead-time estimation.
- Detailed delivery planning.
- Cross function co-ordination (marketing, business testing, external agencies).
- Stakeholder management.