



LUKE RICHTER

Designer | Developer | Marketing | SEO

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Focused on creating meaningful digital experiences through creative design and Development

DEAR
HIRING MANAGER

2021

SUITED POSITION : WEB - E-COMMERCE - UX - DESIGN - SEO - DIGITAL MARKETING

It is with great enthusiasm that I submit my application. I am an accomplished creative Web, E-Commerce Digital Designer and SEO professional with over a decade of industry experience. Over the past few years, I have provided high-level support in a variety of industries and across multiple functional areas. I have now dedicated my search for a more senior position in Web & E-Commerce & or SEO sector permanently. I am fully adept at executing any tasks associated with these roles. My key strengths lie in multiple CMS-based systems Web Design, Graphic Design, and UI Design.

I am ready to make my final career jump and focus on my core strengths in addition to where I am still able to evolve and learn new things. My main focus would be in the User Experience and user-centered Design industry, UX and UI Design are where I really would like to shine but at the very same time take on more responsibility in a higher or senior capacity as a manager or Head role. I have owned and managed my own business and staff members, I was a junior manager at a very young age earlier in my career when I worked in hospitality, and confidently believe that I would be a suitable candidate who can effectively define business Goals, Delegate Tasks Effectively, Demonstrate Empathy With Their Team, have Clear Goals And Expectations sets, ensure Communication is high Priority and finally try and Bring Out The Best In Their People.

Furthermore, I especially excel at analyzing and evaluating online performance and user experience, producing original web content, and developing and implementing new promotional campaigns and technical strategies. In my previous role, I was also in charge of working on the improvement of customer satisfaction, monitoring competition, implementing my strong technical SEO knowledge to change and drive Web & E-commerce improvements for rankings, page performance, user experience, and SERP rankings.

Other duties and responsibilities entailed keeping track of current market trends, collecting customer reviews and feedback, and contributed the data to successful marketing strategies to improve Conversions and impressions. I was recognized by clients and executive peers for my contentiously outperforming within user experiences and ranking websites fairly high for competitive keywords on the front page of different SERPs. I also enjoyed creating successful Social Media platforms and have a fair amount of Brand identity and awareness marketing experience, collecting and analyzing insights as to the different user personas, and other very important data to help achieve our KPI's. Not only that, but I also spent time with our Sales and Marketing managers building perfect campaign strategies, which included gathering and analyzing key metric data to target user personas and targeted audiences in our PPC campaigns. Furthermore, I am certified in Google Advanced Analytics, Google Garage, Google display Ads, and Google Design.

I am confident, highly organized, and able to prioritize and complete tasks efficiently. My Web and digital knowledge would make a great asset to a position that involves Web & E-commerce, SEO and Responsive Design, and UX/UI Design. I am well-equipped to handle most coding and CMS system needs without the assistance of others. My SEO & Web skills are vast, which has allowed me to find and fix issues in a more very effective and timely manner. I have successfully learned several new systems in my previous roles and adapted to them all fairly well, I can learn, adapt and overcome challenges that fuel my passion for the industry. I have several years' experience in Design, which has always been a huge passion of mine, mainly on a personal level as it is what I love and enjoy doing. Likewise, I have advanced-level certification from Adobe and look forward to achieving several others very soon. My favorite Design is Brand and Product Design, which is where I strive the most, I love creating Professional Products and Brands that people love and come to know. I have a network of designers that work for Google, Mozilla, and a few other well-known companies, who help, guide, and mentor me because I strongly believe and focus on my own higher personal development.

Sincerely,

Mr, Luke Richter

Luke Richter



MISSION STATEMENT



My mission is to meet the ever-increasing fast-paced technology demands in Design, Development, and User experience to the ever-increasing technical and non-technical audience. I believe in giving individual attention to each of the clients I work with and always try to build and maintain a good professional relationship that is built on trust and mutual respect. I strive to empower my users to use the web to its full potential by providing custom digital solutions through effective clean, fresh interactive, and visual design solutions. I enjoy the challenges offered with every creative opportunity so that I am able to enrich and educate my targeted audiences and user personas in a productive and effective manner. Furthermore, I encourage learning and personal development and would like to work for a company that has the same or similar philosophy as I do.

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SOCIAL



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SKILLS



Wordpress :

UX - UI Design :

Graphic Design :

Digital Marketing :

Social Media :

HTML & CSS :

EDUCATION



2006 **BCs Degree Computer Science**
UNISA 2006, University of Cape Town
GPA 3.2 / 5.00

2016 © Adobe Creative Suite Certification:
• Adobe DreamWeaver
• Adobe PhotoShop
• Adobe Illustrator
• Adobe In-Design

EXPERIENCE

2021
AUG - AUG
2021

Design Manager

Abdeona Design London

REMOTE, Worthing, West Sussex, United Kingdom

I originally applied for a Senior position, but was later offered and accepted a Managerial position for a new start up company in London. Most duties would include taking design briefs to understand business and or user requirements. Translating requirements into style guides, design systems, design patterns and attractive user interfaces. Creating a visualisation of screens within a prototype tool. Identifying design problems and devising elegant solutions. Presenting ideas, concepts and design solutions to various stakeholders incorporating feedback in your designs, Developing and maintaining documentation regarding style guidelines, which also included Design processes for design staff. I incorporated a basic creative system for all junior members of staff to follow, which included, by not limited to, mapping out the process. Testing the process, identifying and defining the problem.

2021
FEB - MAR
2021

NHS Moderator Support Agent

Sitel Group - NHS and PHE

REMOTE, Worthing, West Sussex, United Kingdom

My main duties and responsibilities where to help and support covid citizens, and inhouse employees. I was a part of the Government Test and Trace programme, and then later got moved to the domestic and international travel department for great support and performance. This position was based around Covid-19 - [Reference available](#).

Skills Required: Critical thinking - problem solving - Teamwork and collaboration - communications skills - Strong work ethic.

2019
SEP - MAY
2020

Web Designer & Front End Development

Green Point Computer Solutions

Lynn Road, Worthing, West Sussex, United Kingdom

My main duties and responsibilities were working directly with clients, briefing and advising them about design style, format, print production and timescales, developing concepts, graphics and layouts for product illustrations, company logos and website development. I was also the lead specialist on all SEO and E-commerce Management for the business and all our major retail clients. Some of my day-to-day duties were implementing online search strategies, e-marketing strategies, front end Development, SEO and PPC campaign strategies to drive traffic to our clients' websites as well as our own. I built a lot of custom WordPress websites according to our client design briefs. I managed our company website and took lead on all its SEO, which lead to me ranking the business website on Googles front Serp's for multiple high level competitive keywords. To achieve this, I used Sem Rush, keyword and competitor research, hot Jar, coding, and content writing and link building.

Skills Required: Critical thinking - Organisation skills - Collaboration - Communications skills - Strong work ethic - Strategic Thinking.



2007

Microsoft Certified Professional A+ certification, industry standard for computer support technicians in installation, preventative maintenance, networking, IT security and troubleshooting.

EXPERTISE



- HTML & CSS Responsive Design
- Wireframing & Prototyping
- Object-oriented Methodologies
- Graphic Design & Illustration
- CMS Based Systems & Servers
- Web Design and Development

HOBBIES



- Movies and Tv Series
- Rugby, Crossfit, Walks
- Art & Design & Illustration
- Family time - Being a Dad
- Weekend Getaways
- Motor bike Cruise

2021

Current Studies: PHP Udemmy Course 2021 I am currently studying PHP and My SQL Back End Sever side language, which will allow me to prgramme and manipulate and framework that is currently built on PHP, like Wordpress and a few others.

2016
Jan to Dec
2018

Senior Digital Designer

Mdx Solutions Limited
12 Carfax, Horsham, West Sussex, United Kingdom

I was the Senior Web & Graphic Designer. I worked in a very small but fast-paced agile environment with tight deadlines. Likewise, I was Lead Design for all Company Branding and Design work. A huge part of my role was to design and manage over 50 different e-commerce websites, this included the artwork, product design, and development through to package design and print. Responsive, Optimized Web Design and front-end Application development was the forefront of my role. SEO was also another part of my responsibilities, actively researching, testing, and proposing new approaches to improving search engine rankings for better CRO for all web platforms across the board, this included E-commerce and Social platforms. My overall design responsibilities were to Collect, research, investigate and evaluate user requirements to deliver an outstanding user experience & provide an exceptional and intuitive application design. From time to time, I did a little blogging, twittering, and web usability testing to solve our end-users issues. I worked closely with a variety of affiliate networks due to the nature of the business, so this also included a lot of testing, ab testing, multi-variant testing as well as split testing.

Skills Required: Analytical Skills - Collaborative -Efficiency. - Wireframe & UI prototyping - Research - Empathy

2014
OCT-DEC
2014

Account Manager (SME)

Tarsus SecureData (contract Prior to Immigrating)
CapeTown, South Africa,

I managed a successful portfolio of very high-profiled client accounts which included Sales of network and security software and hardware of Juniper Networks, Trend Micro, Kaspersky, Cisco Networks products. This was a very short but serious role and had to be ahead of our competition which required me to do a lot of research, managing relationships with vendors and Distributors. It was a very competitive industry with a lot of hard work, long hours, and dedication, this position was difficult and taught me how to become more flexible in my approach and how to manage my time more efficiently. I did Day to day Sales and consulting and maintained relationships with clients, and always made sure their needs were always met with priority.

Skills Required: Critical thinking - Organisation skills - Collaboration - Communications skills - Strong work ethic - Stratigic Thinking.

2013
DEC-OCT
2014

Entrepreneur/Business Owner

Elite Sudio & GameLounge
Table View, CapeTown, South Africa

I Opened Elite Game Lounge in Table View and offered a unique console gaming experience for PS and Xbox gaming enthusiasts. My focus was to Offer corporate entertainment and events particularly for product launches, product activations, etc. Clients include Peugeot, Citroën, Virgin Active, Tyger-Valley shopping mall the second part of my business was the Game rental subscriptions model where players could sign up and rent games out for a day or a weekend. When we were not doing corporate events we would host gaming tournaments in our shop, some nights have the top players sleep over the entire weekend during the top tournaments. Web design: April 2014 took over IT- Nerds Limited clientele and SLA contracts due to the new Ownership purchasing the company for the Name, brand, and Web rankings only. This is when I opened the Elite Web Studio alongside my Game lounge offering web design, website management, and digital design solutions

Skills Required: Critical thinking - Organisation skills - Collaboration - Communications skills - Strong work ethic - Stratigic Thinking.

2011
OCT-APR
2014

Web Mangager & Designer

IT-Nerds Limited
Table View, CapeTown, South Africa

This was a B2B IT solutions business offering Business Networking Solutions, Computer Sales and Repairs, Professional Graphic, web design, and web development. Junior Sales Manager overseeing network and hardware repairs. Sales and Advising customers on the latest technology, trouble-shooting problems, installing and supporting customers with software and hardware issues. Web design including E-commerce Web Design and Management, and SEO SLA contracts, and other branding solutions, including company logos, fleet branding, business cards, banners, product design, packaging, and print design. After the Owner sold the business things started to change and the New owner and I arranged that instead of paying me a salary, I kept the clientele and he took the rest and part ways.

Skills Required: Critical thinking - Organisation skills - Collaboration - Communications skills - Strong work ethic - Stratigic Thinking.