



**LUKE
RICHTER**

Designer | Developer | Marketer | SEO

Focused on creating meaningful digital experiences through creative design and Development



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Dear
Hiring Manager / HR Recruitment
I hope this Letter Finds you doing well and in good health.

2022

SUITED POSITION : Web Design & E-Commerce- Project managment - Digital Graphic Design - SEO - Development

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 Digital design and Web 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, and 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 contributing 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 KPIs. 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 very effective and timely manner. I have successfully learned several new systems in most 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 because 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 come to love to remember. I have always strived to become someone that has the capabilities to build a custom web project, with beautiful clear artwork and branding, Someone that can optimize the content and code and provide the very best user experience possible.

Solve any potential problems, and also be able to assist with putting their businesses on the Map. I have been known to single-handedly provide all of these skills and experiences to clients and companies by having the determination and by putting in the hard work with my love and passion for the Digital industry in general.

Sincerely,
Mr, Luke Richter

Luke Richter

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MISSION STATMENT

My mission is to meet the ever-increasing fast-paced technology demands as a Senior Designer - Developer, and or project manager 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 users to use the web to its full potential by providing the very best 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 efficient 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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Personal Credentials

Mr, Luke Richter
COB: South Africa
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Connect With Me.



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www.luckerichter.co.uk



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Industry Experaince

Wordpress :

UX - UI Design :

Graphic Design :

Digital Marketing :

Social Media :

HTML & CSS :



My Education

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

2007

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

2016



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

Project Manager

KitfabLimited Lancing - (Currently Position)
Lancing Business Park, West Sussex, United Kingdom

{2022} January- June{2022} - 6 Months Fixed Contract

I am currently the Project Manager of a Home Extension manufacturer, I run most of the day-to-day from technical to Logistics, and I built and managed 5 company websites. In addition, the SEO and Content change on a regular basis. I ran a number of social media and planned marketing campaigns and built a successful mailing list of over 20,000 potential clients. I also managed and coordinated daily Logistics, and Travel Routes for all engineers and Builders. My primary focus was Planning and Developing Project strategies and Idea's, Monitoring Project Progress, Evaluating Project Performance, Setting Deadlines, monitoring progress, and finally ensuring customer satisfaction was at its peak. Tools used SEM Rush, Analytics, Tag Manager, Keyword Planner, Search Console, Ahrefs. I Rebranded the company and handled all aspects of the Design work.

Skills Utilised: Leadership - Time Management - Collaboration - Technical Expertise - Risk Management - Strategic Thinking - Problem-Solving

Design Manager

Abdeona Design London
REMOTE, Worthing, West Sussex, United Kingdom

{2021} August - August {2021}

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 managing design briefs, to understanding business and or user requirements. Translating requirements into style guides, design systems, design patterns, and attractive user interfaces. Creating a visualization 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 processes. Testing the processes and identifying and defining the problems or solutions. I also conducted my first recruitment process for Junior Designers.

Skills Utilised: Commercial awareness - Organisation skills - Attention to detail - Communication skills - Teamworking - relationship-building

NHS Moderator Support Agent

Sitel Group - NHS and PHE
REMOTE, Worthing, West Sussex, United Kingdom

{2021} February - March {2021} - Only During Covid Quarantines

My main duties and responsibilities were to help and support covid citizens, and in-house call centre support desk employees. I was a part of the Government Test and Trace Support programme, and then later got moved to the domestic and international travel's technical department and team for my excellent analytical support and performance. This position was based around Covid-19 lockdowns. We were the forefront prevention team to guide and assist the UK public through a difficult time - **Reference available.**

Skills Utilised: Problem solving - Adaptability - Empathy - Self-Control- Motivation - Patience - Effective Listening - Attentiveness - Knowledge.

Lead Designer & Development

Green Point Computer Solutions
Lynn Road, Worthing, West Sussex, United Kingdom

{2019} September - May{2020}

I was brought on to head the Web department, I was a passionate and an idea-generating creative wizard My day-to-day responsibilities included being an empathetic and brilliant communicator who was able to understand the wider strategic objectives of the company and work. I worked alongside marketing and Sales services harmoniously to achieve goals which therefore contributed to the wider remit. I had to be highly organized, and systematic. I used my initiative to spot opportunities and room for improvement which allowed our team to drive forward collectively at an exciting time of innovation, ambition, and growth. I Oversaw all design projects, from conception to delivery. I Designed original artwork, including illustrations, infographics, Branding, and Marketing Collateral for the company and the company portfolio. I applied typography techniques and maintained brand consistency throughout B2B and B2C marketing projects. I vital key factor was to also Liaise with marketing and design teams to ensure deadlines are met and ensure aesthetics and visual details to ensure quality final products. I also played a vital key role in implementing SEO and Digital marketing online search strategies, e-marketing strategies, front-end development, Content Creation, and PPC campaign strategies to drive traffic to our client's websites as well as our own in house sites.



Core Skillsets

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



My Hobbies

“ Family time – Being a Dad

“ Weekend Getaways

“ Motor bike Cruise's

“ Movies and Tv Series

“ Rugby, Crossfit, Walks

“ Art & Design & Illustration

“ Poker Nights with the Boys



Goals & Objectives

Current Studies: I am Currently Studying Figma to further my experience and skillset in user centered design. I am also currently working on bettering my coding abilities so i have started learning PHP which is a widely used server-side programming language with HTML and databases

Skills Utilised: Design Principles - Ideation - Creativity - Communication - Visual Communication - Problem Solving - Open-minded

Head of Design

Mdx Solutions Limited

12 Carfax, Horsham, West Sussex, United Kingdom

{2016} January– December {2018}

A senior designer who was responsible for designing, producing, and managing interactive online content, including email templates social media, promotional artwork, and informative ebooks. Some of my day-to-day duties and tasks were creating design briefs for each project and presenting design ideas to all the relevant stakeholders while collaborating with developers and marketing teams to ensure that all designs are aligned with the brand image, whilst ensuring usability and consistency in all digital content across all the company platforms. I developed websites, product graphics, web logos, packaging, and brand labels, static and rich web banner ads, email campaigns, and email templates. I was extremely hands-on in the translation of product positioning, existing research, and offline/online marketing strategies. I collaborate with cross-functional teams and took ideas from concept to execution, working with project and marketing managers, affiliate networks, information technologists, and content experts to deliver an effective user experience. One of the exciting parts of my responsibilities was designing and hand coding custom promotional landing pages using html, css, and javascript which required meticulous attention to detail. I was able to think creatively and delivered clever concepts. I also utilized my additional skills and capabilities to ensure all my web work was completely optimized for seo. I involved myself in key marketing strategies, researching, testing, and proposing new approaches to improving search engine rankings for better cro for all web platforms across the board.

Skills Utilised: Team Player - Challenge the process - Living the culture - Process and practices - Multi-Tasking - Analytical - Resolve

Account Manager (SME)

Tarsus SecureData (Contract Prior to Immigrating)

Table View, CapeTown, South Africa

{2014} October – July {2015}

I Operated as the point of contact for the assigned customer. This role included Developing and maintaining long-term relationships with accounts, Coordinating with staff members working on the same account to ensure consistent service. Service multiple clients concurrently, often meeting deadlines, Keep records of client transactions, Identify opportunities to grow business with existing clients, and Manage projects within client relationships, working to carry out client goals while meeting company goals. Developing a thorough understanding of our products and service offerings to better upsell and cross-sell to clients (Product Knowledge was paramount to this role). Sales of Juniper Networks, Trend Micro, Kaspersky, Cisco security software, and hardware Networking products.

Skills Utilised: Communication - Customer Expertise - Strategic Perspective - Skilled Negotiation - Value-based selling - Customer Service.

Entrepreneur/Business Owner

Elite Studio & GameLounge

Table View, CapeTown, South Africa

{2013} December – October {2014}

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 Utilised: Planning and strategy - Customer service - Brand Captivating - Motivation - Determination - Growth - Creativity

Web Manager & Designer

IT-Nerds Limited

Table View, CapeTown, South Africa

{2011} October – April {2014}

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 change of Ownership the new investors decided to break the company up and offer me all the SLA contracts in lieu of a salary. This is when I decided to go on my very own venture and open my small web studio and gaming lounge. I maintained my relationships with those clients and had a successful subscription service running with well over 20 good customers.

Skills Utilised: Website content - Coding - Efficiency - Wireframing & UI prototyping - Design Principles - Ideation - Creativity.



Employment Gap's:

For the Gaps in my employment, there is a perfectly good explanation for this, I decided to keep my relevant experience together. I would be more than happy to justify my missing employment times through a conversation. **References are also available upon request.**