

Richard Styring

Experienced Designer for Hire

Web & App Design

UI / UX

Graphic Design

CMS Builds

Motion

CMS Training

- Specialises in website design and planning, digital content and motion graphic presentations.
- A proven ability to produce designs that engage and excite.
- A dependable and conscientious Graphic Designer with 20+ years experience.
- A keen learner who enjoys working together to embrace new systems and technologies in order to achieve goals.
- Possesses a polite and friendly approach to liaising clients with excellent face-to-face training skills.

Personal Info

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Key Skills

Design & Creativity	InDesign, Illustrator, Photoshop
UI / UX & Website Creation	WordPress, Figma, HTML/CSS
Motion Animation & Video	After Effects, Premiere Pro
Presentation & Documents	Microsoft Office, Miro
Email Marketing	Mail Chimp, Campaign Monitor, Pardot

Employment

Freelance Designer (Sept 2022 - Present)

- Freelance assistance for Red Lorry Ltd
- Designed an in-store touch screen POS app for Nike Swim Goggles.
- Designed a logo and website for a London based Chartered Surveyors.
- Providing website CMS support and client training.
- Produced PowerPoint and Video presentations for Reynaers Aluminium

Hullabaloo Visual Communications Ltd Senior Designer (2003 - Sept 2022) • Junior Designer (1999 - 2003)

What I did

- Managed both digital and print projects from concept to artwork.
- Introduced web and digital services in to a print based design company allowing it to expand its service offering and increase its revenue.
- Designed and built Wordpress websites and email marketing campaigns using CMS plugins and HTML/CSS.
- Planned and conducted face to face training sessions with clients on how to edit their websites. Creating instruction manuals and support videos giving the company a reputation for quality website aftercare.
- Overseeing web projects working directly with clients and developers. Checking for accuracy and usability. Testing and troubleshooting.
- Provide time estimates for website builds and video presentations.
- Produced logos, branding, leaflets, brochures, exhibition graphics, social media web ads, animated videos and presentations.
- Responsible for the guidance and training of junior members of staff.

Who I did it for

- Designed and populated of a custom built in-house learning tool adopted by Speedo and Canterbury Rugby Clothing to train their retail staff. It was translated in to 6 languages and is still in use after 6 years.
- Designed and built the UK website for ASSA ABLOY, the largest lock company in the world. Got to grips with their in-house CMS 'OneWeb' and I became the go-to person when ASSA ABLOY wanted advice on editing their own websites. This helped Hullabaloo receive the contract to build 8 more websites for international brands such as UNION and Chubb Locks and also lead ASSA ABLOY UK to approach us again to refresh the site 3 years later.
- Provided group training sessions on how to use InDesign for both The Disney Store and Office Shoes.

Channel 2020 Ltd Media Designer (1998)

- Responsible for the production of interactive digital presentations for a broad range of clients.
- Provided support for the setting up of media presentations at nation-wide conferences.

Education

UX Design Institute

Credit-rated by Glasgow
Caledonian University (Oct 2022 - Feb 2023)

Professional Diploma in UX Design

University of Wolverhampton

(1997 - 1998)

BA (Hons) Degree in
Graphic Communication

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North Warwickshire College

(1995 - 1997)

Higher National Diploma
in Visual Communication Distinction

References available on request.