

# Christopher Peter Quayle

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## Creative Outlook

A passionate digital creative with over 7 years of commercial experience developing industry recognised ideas for both b2b & client facing businesses and their customers. My passion for art and visual culture combined with a sound technical knowledge and strong brand development skills allow me to deliver successful commercial concepts across multiple digital channels and platforms.

## Management

Experienced in managing small teams of designers in deadline driven environments as well as working alone. I collaborate effectively with developers, senior management and directors on an array of diverse digital and print projects.

## Software

Mac OS, Windows, Adobe Creative Suite, Adobe Acrobat Professional, Microsoft Office, In Design, PowerPoint, HTML, JavaScript, CSS, Git

## Experience

### LEAD DESIGNER | Marketkey

LONDON | October 2017 – Present

Developing design solutions for global events that feature some of the biggest brands across the world to connect and innovate in their respective industries.

- custom content development
- platform integrated experience design
- insight driven audience analysis

KEY PROJECTS:

#### MEMBERS AREA RE-DESIGN

Research driven experience design from initial lo-fi paper sketches to wireframe outlays sophisticated mockups. Final creation of the user interface in css/js/php.

followed by

#### LAUNCH OF PI APPAREL & PI PLMx CAMPAIGNS

Successfully created new campaigns for Product Innovation's Annual series of events for their PLM and Apparel divisions to attract product lifecycle management leaders from the worlds biggest companies.

### HEAD OF DESIGN | Dealchecker

LONDON | August 2016 – October 2017

Leading strategic digital experience design, and a diverse range of digital content for one of the largest travel price comparison sites in the UK.

- experience design
- car hire search process
- custom content development

KEY PROJECTS:

#### PROCESS DESIGN - SEARCH & RESULTS

Overseeing the main search process experience redesign from, initially sketching, wire framing and js prototyping to convey functionality to developers. final style and redesign of search and search results interface. Seeing increase of conversions rates as high as 18%.

#### MULTIPLE PAGE DESIGNS & SITE ENHANCEMENTS

Analysing user behaviour to recognise potential pain points. Debugging - Adjusting processes and experience flow to increase conversions

## **CONTRACT DIGITAL DESIGNER | Elitecommsgroup**

LONDON | December 2015 – May 2016

Primarily brought onboard to assist with the creation and launch of Wmx global, an international communications provider. I also worked across Elite's group of 5 companies, delivering a diverse range of digital content.

- front-end styling and development
- marketing and promotional materials
- email campaigns and advertising

KEY PROJECTS:

### **WMX GLOBAL LAUNCH**

wire framing and mockups, coding HTML, CSS, jQuery and some php for web pages and email campaigns, creating print and digital resources for marketing campaigns and internal affairs and maintenance of cms for the groups existing websites

## **DIGITAL DESIGNER | Hubpeople**

LONDON | October 2013 – December 2015

Developing UX processes to better facilitate sign-up's and increase revenue by working on userflows and prototypes for sign-up forms and mobile apps.

- process/experience design
- dating product design
- custom content development

KEY PROJECTS:

### **HUBPEOPLE DATING APP**

Responsible for the UI design and user journey for Hubpeople's dating app. Initial research followed by sketching and wireframes to a styled css/js prototype for developers to collaborate with.

## **CONVERSION RESEARCH AND PROCESSES**

Identifying problems within the members area or affiliate sites. A/B testing, heat mapping and analysis of user behaviour to easily facilitate sign-ups and

## **DIGITAL DESIGNER | Freelance**

TORONTO | October 2012 – September 2013

I spent a year travelling in Toronto where I worked freelance on projects for small businesses, creating websites and promo materials including banners and social media ads. I assisted in setting up digital marketing campaigns for sole traders as well as bigger firms, working within a range of budgets. I also helped clients with problem solving solutions for website fixes.

- Web design for small businesses
- Advertising campaigns
- Custom content development

## **DIGITAL DESIGNER | Freelance**

COSTA RICA | April 2010 – October 2012

During an extended period of travelling Central America I worked on a freelance basis, assisting small businesses with promotional materials, web sites and seo campaigns. My various clients included dentists and physiotherapists who had no digital exposure or marketing presence. I was able to work within their budget to produce successful social media and seo campaigns that saw an increase of sales and enquiries.

- Web design for small businesses
- Advertising campaigns
- Custom content development

## **VARIOUS ASSIGNMENTS | Various**

VARIOUS | May 2002 – April 2011

Before embarking on a career, I felt the need to broaden my cultural experiences and global perspective. During this time I was fortunate enough to travel across the globe, working and experiencing new cultures. By doing so, I have gained a broader perspective on life and what direction i'd like to follow.

CITIES I LIVED IN:

- Sydney 1 year (2003)
- Bangkok 2.5 years (2004 - 2007)
- Shanghai 1 year (2009)
- San Jose 2 years (2010 - 2012)
- Toronto 1 year (2013)

## **Education**

### **Ballakermeen High School**

Isle of Man | 1994 – 1999 | GCSE's

Graphics (A), English literature (B), English Language (C), History (C), Maths (D), Science (C, C), R.E (C), Drama (D), Business Studies (C), German (C)

### **Isle of Man College**

Isle of Man | 2001 | ND in Multi-Media

Merit

## **References**

Available on Request