

# ALEKSANDRS KRASNOVSKIS

GRAPHIC & WEB DESIGNER, WORDPRESS BACK/FRONT-END DEVELOPER

## BRIEFLY ABOUT ME

I specialise in Graphic, Web Design and WordPress Front-end and Backend development for established businesses, start-ups, and individuals. My approach is innovative and professional, and I aim to work with clients to design projects that fully meet their needs and expectations. I've been working in the industry for more than 12 years and during this time I have concentrated on developing my skills as a designer and developer, and have always strived to improve my proficiency by gaining lots of hands-on experience in the real world of commercial design, whilst keeping abreast of developments in software and related technologies.

I have worked with a wide range of clients, providing not only design and development services, but also guidance and advice in the creative process and my portfolio contains examples of case studies, brochures, leaflets, briefings, reports, product guides, stationery (letterheads, envelopes, business cards, etc), websites, e-newsletters, and much much more.

I feel that the reason my work is successful is that I always keep the needs of my clients uppermost, working with them to reach the objectives that they want to achieve, both aesthetically and practically.

Ultimately, I believe in providing not just outstanding services, but moreover, a creative working environment that allows for the development of a web profile that stands out from the rest and enables my clients to engage and connect with their customer base more effectively than ever before.

**Note:** *I have settled status, also known as indefinite leave to remain, and can live, work and study in the UK. There is no limit on how long I can stay in the UK. If you need the proof, please let me know, and I can send a special code to access that information. I'll share this information directly with employers only.*

## NOW MORE EXCITING ABOUT MY WORK EXPERIENCE

**GEOBRAND / BRAND AND DIGITAL AGENCY**

2020 FEBRUARY - CURRENTLY - UNITED KINGDOM

### **IN-HOUSE FRONT/BACK-END DEVELOPER / FULL TIME**

Working at GeoBrand Ltd, which is a Maidstone/London-based Brand and Digital agency gave me a great opportunity to work with very different clients across the country. It's a unique opportunity to work with international /National giants or small businesses.

The main aim is for GeoBrand to create an impact for its clients with a new brand identity, and meticulous research and strategy allowing develop concepts and designs that are truly unique for every client. We are constantly looking for ways to push boundaries through brand development and website design and user experience.

On a daily basis, my responsibility is to deliver projects from visual to life. From my professional approach, not only make a site work but bring sites to life including animations, user interaction, and much much more.

I am always very comfortable working with a team, but I can also work independently, depending on the situation. Day-to-day tasks on many different projects as:

- ▶ Wordpress websites (Front-end & Back-end development, Across-device responsiveness, Security, Monitor site health and errors that can occur during updates, Image library optimisation, etc.)
- ▶ E-commerce setup and Configure
- ▶ Working with multiple Wireframes
- ▶ Promotion e-mail newsletters (Mailchimp, Campaign monitor, Sendgrid) or any other marketing automation platforms.
- ▶ Unique email design and build that works across most of the email clients. (Depends on marketing platform.)
- ▶ ... and many many more

## ...AND MUCH MORE ABOUT MY EXPERIENCE

### RUBBER DUCKIEE LTD / DESIGN AGENCY

2016 JULY - 2020 FEBRUARY - UNITED KINGDOM

#### IN-HOUSE WEB & GRAPHIC DESIGNER, WORDPRESS FRONT-END & BACK-END DEVELOPER / FULL TIME

Working at Rubber Duckiee Ltd, which is a London-based design agency and been proud of the relationships we have built over the years by working with companies of all sizes, both nationally and internationally, and have been trusted to deliver projects on time and to all the specified criteria, in every case.

Every client is unique. Some have a very clear concept of what they want, while others seek more guidance from our team. Either way, collaboration is essential in ensuring a fully-realised end result. I gained a massive experience throughout the years and worked along with many sizes and types of organisations as the local council or government projects, lawyers firms, church, many schools nationwide, and leading housing development companies.

On a daily basis, my responsibilities were to deliver projects that are from the brief to the end-user, no matter if it's a print or web-based project. I am always was very comfortable working with a team, but I can also work independently, depending on the situation. Day to day tasks included working on many different projects as:

- ▶ Members briefings
- ▶ Exhibitions pull-up boards and collaterals
- ▶ Reports
- ▶ Brochures or leaflets
- ▶ Brand guidelines & stationary
- ▶ Wordpress websites (Front-end & Back-end development, Across-device responsiveness, Security, Monitor site health and errors that can occur during updates, Image library optimisation, etc.)
- ▶ E-commerce setup and testing
- ▶ Promotion e-mail newsletters (Mailchimp, Campaign monitor, Sendgrid) or any other marketing automation platforms.
- ▶ ... and many many more

### BLUE INC - E-COMMERCE / FASHION ONLINE STORE

2014 AUGUST - 2015 JUNE / UNITED KINGDOM

### MAJESTIC WINES - E-COMMERCE / WINE ONLINE STORE

2012 NOV. - 2014 MAY / UNITED KINGDOM

### MCDONALD BUTLER LTD / B2B SALES AND MARKETING

2010 NOV. - 2016 MAY / UNITED KINGDOM

## TINY BIT ABOUT MY EDUCATION

### JURMALAS MEZMALAS SCHOOL - JUNIOR & SENIOR SCHOOL

1990 SEP. - 2000 MAY - LATVIA

### JELGAVAS HIGH SCHOOL - HIGH SCHOOL, A-LEVEL

2001 SEP. - 2003 MAY - LATVIA