

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

CLIENTS I WORKED WITH

By working with these companies, I gained unique experience to work with very different kinds of people that have different backgrounds and work approaches. I believe to bring the best out in each other and it means that by working together on projects and keeping you in the process that you feel part of something Wonderful, the same as you launching a Rocket.



BRIEFLY ON THE PROJECTS

I have worked on many projects throughout the years, and a lot of them already changed life not only for my client but for their people and users' life.

Really important for me when starting one is to get very clear on the steps right at the start and then create a plan. I also like dealing with the most difficult parts of the projects early on, this way in case there are any significant issues, I'll still have a nice amount of time to complete before the deadline.

Typically break down large tasks into smaller chunks, so that it is easier to know where to start. Detailed planning is very important to ensure that the project goes smoothly.

This project, as most of the work, was to keep the design clean and clear to prevent the user from getting “bogged down” by too much information. Newly designed and modernised the CSJ brand and had the opportunity to rebuild their website, and have achieved outstanding results.

I also was engaged to help produce many publications, collaterals, and stationery that would reflect company brand and identity.

www.centreforsocialjustice.org.uk





The aim has been to design and develop a website that communicates in a clear, specific and persuasive manner, and clearly provides all information on the go.

Also, be multilingual, that it meets all needs for the European market.

And of course a lot of hard work on supplying stationery, POS, brochures, datasheets, and guides.

www.magply.co.uk





This particular project has been one of the ways to bring in a great way of design and images together to represent the services they offer. This building company developing and creating beautiful work but required help and advice on creating the brand and build a website, and purpose of the website is to make the company a trustworthy and experienced service provider in the target market.

www.hainesbuild.co.uk



Cratus' purpose is to represent, guide and advise their clients so that they can work effectively with local government. As a part of a company, we played a huge key role to deliver a lot of creative work across all their clients which are over 120, and also included a wide range of internal communications for print or web.

www.cratus.co.uk





