

Andrew Couldwell

WEB DESIGNER/DEVELOPER

Costa Del Sol, Spain

andrew@roomfive.net

Experience

Freelance Web Designer/Developer

Cornwall, UK

Sep 2004 - Present

RoomFive

For years I have taken on freelance projects, either working directly with clients or designing/building websites for various design agencies.

Founder/Editor

Apr 2006 - Present

Club Of The Waves

I am the Founder/Editor of Club Of The Waves, an international surfing, surf art & culture website, showcasing surf artists & photographers from all over the world, including interviews, tutorials, debates, articles, forums and much more... Currently undergoing a big re-brand, design and build...

User Interface Designer

William Hill Online

Gibraltar (south of Spain)

Aug 2009 - 2010

I was invited out to the South of Spain by William Hill Online to help them improve their user interface (UI), online customer experience and also their email campaigns. I compiled various handbooks & reports to showcase my research, recommendations and ideas/designs/concepts, intended for the design, marketing and product teams to work from/to.

My first big task was a complete re-design of all their email marketing campaigns, looking into customer journeys and designing/building a suitable set of templates covering different products, scenarios and multiple languages. The remainder of my time there was spent working on ideas for various customer focused features aimed at improving the customers' ease of use of the website, concepts for sports marketing campaigns and also concept designs for the various website sections/products, giving them options for the future should they choose to change the website.

Web Designer/Developer

Gendall

Falmouth, Cornwall, UK

Sep 2008 - Jul 2009

Gendall is a leading brand, graphic & digital design agency. In 2009 Gendall was listed in the Top 100 Creative Companies in the South West of England... coming in as the #1 design agency in Cornwall & Devon.

At Gendall I was responsible for the design and creative development of websites from the original designs, through to the XHTML/CSS/JavaScript build and "researching and implementing the most effective use of suitable technology".

Web Designer/Developer

Harris Associates

Yorkshire, UK
Jan 2004 - Jun 2008

First agency job, straight out of University. I was solely responsible for all the companies' web design projects (it was a small agency!). I learned a lot about project management and working to tight deadlines.

Education

BA Multimedia Design

University of Huddersfield

Sep 2001 - Jul 2005

Awards & Recognition

Awards

Webby Awards Honoree
2 W3 Awards (Gold), one alongside Flickr.com
Pixel Awards Nominee
PA's People's Champ (voted 2nd out of 100)
Numerous CSS gallery listings
4 Nominations at the CMA

Publications

8 page feature on Clubofthewaves.com in Free Magazin (Germany)
Interview in Talk magazine (Sydney, Australia)

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