

Tom Hall-Spencer

Graphic and Web Designer

tom@designmanual.co.uk
designmanual.co.uk
+447577228559

Strong on communication and able to deliver on-brief for clients from a diverse range of sectors. Working across a variety of channels I help businesses provide outstanding customer experiences through exceptional design and strong UX.

Jul 2015 - Present

Owner / Creative - Design Manual

Worked with a variety of clients to deliver a range of projects - from university research reports and fashion launches to SaaS product guides.

Became an extension of clients' in house teams, adopting their systems and approval processes.

Produced suites of on-brand assets including websites, emails, whitepapers, social media posts, e-commerce platforms and customer dashboards.

Jun 2014 - Jul 2015

Head of Design - GoldSixty7

Created brand identities, including the development of concepts, logos and brand assets for various clients including dating sites, software providers and finance products.

Designed several social media sites, from securely sharing baby photos to networking for lawyers, requiring an appreciation of user personas to ensure a genuinely engaging platform.

Working on two financial products, my experience of user journey and understanding of conversion funnels helped create commercially successful designs.

Nov 2006 - May 2014

Senior Designer - Think Money Group

Developed brand guidelines for the launch and maintenance of a banking brand.

Utilised insight from Clicktale, analytics packages and sales figures to improve creatives and increase performance and profitability.

Managed all email campaigns, including analysis and optimization of campaigns. Through split and inbox testing I increased open rates by 30% and improved ROI.

Created infographics to present complex data in a compelling and digestible format.

Oversaw the design of all print materials including brochures, leaflets and guides.

May 2004 - Oct 2006

Middle-Weight Designer - Shanleys Design and Print

Producing print-ready designs within strict time frames.

Developing concepts to suit the needs of a diverse set of clients, including local authorities, further and higher education establishments and private companies.

Education

BA Hons Graphic Design
Salford University
1998 - 2001

Plymouth College A&D
BTEC Graphic Design
1996 - 1998

Plymouth College A&D
BTEC Printing
1994 - 96

Skills

UX Design
Visual Design
Interaction Design
HTML / CSS
Wireframing
Research
Conceptualisation
Presentation

Software

XD
Photoshop
Illustrator
Indesign
Dreamweaver
Acrobat
Hubspot