

Nick Simmons

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Profile

Dynamic Content Specialist with over 25 years of experience in CMS management, web and print design, and UI/UX. Proficient in multiple CMS platforms, especially Adobe Experience Manager (Classic/TouchUI), Sitecore and Umbraco. Skilled in creating responsive web content to enhance user experience and drive engagement, specifically managing new product launches and campaigns. Known for a proactive approach, attention to detail, and strong partnership-building skills. Committed to continuous improvement, troubleshooting, problem solving, SEO, accessibility, web audits and user testing. Experienced in web production, managing migrations/upgrades, providing technical assistance, facilitating communication between developers and stakeholders, and managing expectations in demanding environments for efficient project delivery.

Skills

- **CMS Platforms:** Adobe Experience Manager, Sitecore, Umbraco
- **Development:** Responsive HTML/CSS design, MJML for HTML Emails, Litmus, Email on Acid
- **Design Software:** Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat, Quark Xpress, Corel Draw, Vector graphics, Paintshop Pro
- **Project Management:** Atlassian Jira, Confluence, Microsoft Teams, Microsoft Office (Excel, Word, PowerPoint, Outlook)
- **Soft Skills:** Strong written communication, attention to detail, partner management, working with copy, designers, and development teams, planning and organisation, empathy for customer needs, working with demanding stakeholders, managing expectations
- **Other:** Knowledge of WordPress, Hybris, Magento 2, Sketch, Adobe Premiere, iMovie, Adobe After Effect

Employment History

2021 – Present Ocean Laundry Ltd, Bristol, Designer/Logistics

- Developed and maintained brand identity and literature: Successfully established a cohesive brand identity and produced content, copy, graphics, design, and layout for comprehensive marketing literature, enhancing the company's market presence and client engagement.
- Designed and developed the company website: Consolidated multiple websites into a single, user-friendly platform, which led to improved sales leads and enhanced customer service.

2016 – 2021 Dyson Technology Ltd, Malmesbury/ Bristol, Digital Content Specialist

- Facilitated the rollout of responsive product e-commerce websites for 45+ global multi-lingual markets, using AEM, Sitecore, and Umbraco. These pioneering projects laid the foundation for the next generation of digital initiatives.
- Authored and published the Dyson careers website and created global HTML email product campaigns, helping various markets during busy periods.
- Focused on UX, ensuring content was user-focused and accessible and working across a broad range of devices.
- Helped I.T. Help desk, with knowledge sharing of various CMS platforms, answering raised ticket queries, specifically troubleshooting and problem solving and providing written user guides.

Pre-2015 Experience as Senior Graphic Designer and Content Specialist

Blackstone Research and Development Ltd, Bristol (2012 – 2015)

- Launched new financial brands and developed responsive email campaigns, working alongside various stakeholders.
- Mentored junior designers.

Voyageur Group Ltd, Bristol / International (2012)

- Designed and produced content for medical insurance journals/magazines and international events.
- Supported high-profile global conferences.

Freelancing (2011 – Present)

- Created responsive websites and brand identities.

Denetica Ltd, Bristol/Bath (2007 – 2011)

- Managed financial, recruitment, and accountancy brands.
- Designed logos, printed materials, and corporate websites.

Sounds Commercial Ltd, Bristol /National /International (2002 – 2007)

- Designed marketing collateral for corporate events.
- Managed a wide-format print studio.

Education and Qualifications

- **BTEC Higher National Diploma in Graphic Design:** Merits and Distinctions
City of Bristol College, Ashley Down, Bristol
- **BTEC National Diploma in Graphic Design:** Merits and Distinctions
City of Bristol College, College Green, Bristol
- **GCSEs:** Including Design and Communication (B), Art and Design (B)
Bedminster Down Comprehensive, Bristol

Interests

Enjoying quality time with family. Engaging in outdoor activities like hiking, cycling and gardening. In recent years I have supported a local hospice raising money for the charity by completing various events such as 30 mile hikes and 6 hour non-stop spin classes. I'm passionate about home improvements, motorsport, car maintenance, architecture, history, music, and staying updated with the latest technology.