

# Curriculum Vitae: Peter Cadney

DOB 12/08/81

Mobile: 07932 038 049

Website: <http://www.petercadney.co.uk>

Email: [hello@petercadney.co.uk](mailto:hello@petercadney.co.uk)

Postcode: M19 2EU

---

*I have been specialising in effective planning, intuitive design and clean coding since 2004. My passion lies in UI/UX Design and front-end development. I have experience in roles covering a broad range of disciplines from art direction and web development to marketing and employee training. I have worked with clients on both B2B and B2C projects bridging all sectors, from the construction industry, media, educational, gaming, retail and finance. With experience in mobile, desktop and print media, I have the capabilities and expertise to apply my design and development skills across a wide range of formats.*

*"It is not the strongest of the species that survives, nor the most intelligent. It is the one that is most adaptable to change."*

*- Charles Darwin, 'The Origin of Species'*

---

## Technical Skills

User interface design, user experience design, responsive design, HTML5, CSS3, SASS, user research, usability testing, wireframing, JQuery, Bootstrap.

## Software

Photoshop, Illustrator, Sublime Text, Visual Studio, Compass, SVN, Axure, Zeplin, InVision.

## Online Marketing

On-page SEO, off-page SEO, keyword research, conversion optimisation, link profiling and link building, content marketing, social media, Google Analytics, copywriting, HTML email Design.

---

## Employment History

May 2015 – May 2016

---

### Contractor

*Front-End Designer/Developer*

[destinology.co.uk](http://destinology.co.uk) (6 months)

I joined the Destinology development team in late 2015 to help them produce a new responsive re-design of their luxury holiday booking website. The team wanted to release an MVP before the new year in order to catch the market at its busiest, so time was of the essence. Working within an Agile environment, I was responsible for taking the designs from Sketch/Zeplin and using HTML, CSS, JQuery, SASS, Bootstrap and SVN for source control to produce responsive .Net/Angular templates for mobile and desktop. I worked closely with the lead designer in UX decisions and troubleshooting issues as they arose. From the time of launching the new site to the time I left Destinology in May 2016, the online bookings were on an upward trajectory.

[travel.saga.co.uk](http://travel.saga.co.uk) (6 months)

Initially a 3 month contract that was later extended to 6 months, joining a team of 12 to produce a new search area for Saga plc. Working within an Agile production environment, I worked with the UX team, brainstorming, sketching out ideas, producing wireframes and designs for a new search area for Saga's travel website. During the course of the project I was also responsible for producing responsive .Net templates, using HTML5, CSS3, JQuery, SASS, Bootstrap, Visual Studio and SVN for source control.

## Freelance

*Digital Designer/ Developer*

### UX Design Training

I delivered a 1 day intensive training course in UX design covering topics including: gathering and analysing user data, creating personas, ideation, scenarios and story boarding, designing prototypes and planning the development cycle.

### Current project

Original site: [nimbusantiques.co.uk](http://nimbusantiques.co.uk) | Site re-design: [desktop comp](#) | Re-brand: [visual](#)

**Objectives:** Increase sales enquiries, modernise the brand and optimise organic & PPC marketing.

**Strategy:** Re-brand the company to improve customer facing image. research search terms to form the basis of content strategy, implement a responsive design optimised for mobile, prioritise content, overhaul the site architecture to make navigation more intuitive, use call-to-actions to highlight key products and categories, setup content streams through social media channels, create landing pages for PPC campaign.

### Previous projects

#### [Lettingaproperty.com](http://Lettingaproperty.com)

After winning the contract in 2008, I worked on the project from conception until handing it over to an advertising agency in 2013.

### Project Timeline

**2009** Operational, **2010** 300 Landlords registered, £31,500 in sales, **2011** 750 registered landlords £81,200 in sales, **2012** 1,300 registered landlords, £142,000 in sales, Buy to let Magazine Award 'Best Website Award 2012', £250,000 investment secured **2013** 2,300 registered landlords, £182,000 in sales, Good Web Guide's 'Property Website of the Year Award' 2013, Feature in Telegraph as up and coming Online Letting Agent, 10,000 registered tenants, **2014** £205,000 in sales, 23,000 registered tenants, £800,000 in total revenues.

### Key Tasks:

Project scoping, pitching, strategy, project management, UI/UX design, HTML and CSS development, consultancy, marketing, HTML email design, branding and graphics.

#### [roundthetwist.org](http://roundthetwist.org) (desktop comp)

A new design for a company providing arts workshops for primary schools in disadvantaged areas in Greater Manchester. **Objectives:** The brief was to produce a design that represented the company as an imaginative, playful organisation that excels at connecting with children aged 4-11. **Strategy:** The focus at the initial stage was on creating a concise MVP rather than a heavy marketing campaign. From a UX perspective it was important that the design was accessible to key budget decision makers within the school. Research pointed to time constraints these individuals faced when selecting companies, so priority was given to an explainer video to offer an alternative to reading. Overall content hierarchy was based on easy to scan, trust building information.

#### [artvesica.co.uk](http://artvesica.co.uk)

A personal project for my own therapy practise. **Objectives:** Increase enquiries, portray myself as a trustworthy, professional and skilled practitioner. **Strategy:** Simple elegance was the leading concept for the design, clear concise presentation of content, backed up with professional, tasteful photography.

#### [shotterandbyers.co.uk](http://shotterandbyers.co.uk)

A responsive WordPress website for an Equine Vet in the south of England. I carried out SEO research and analysis that formed the basis of the website architecture. The website includes a WooCommerce shop, appointment booking system and online invoice payment system.

May 2009 – August 2010

---

## **Gabriel Scientific Consultancy Ltd, Manchester**

*Front-End Developer & SEO Consultant*

Gabriel Scientific Consultancy a provider of Mobile, PDA & web solutions.

As the lead front-end designer I worked with a team of back-end developers, developing web and mobile applications, WordPress, Drupal and bespoke content-managed websites as well as delivering SEO strategy for a range of clients.

### **Skills & Responsibilities:**

- Website & app UX/UI design.
- HTML & CSS development.
- Drupal & WordPress development.
- SEO and consultation.
- HTML Email Design (Mail Chimp/Campaign Monitor)
- Pitching & writing specifications.
- Project management.

### **Key Achievements:**

- Templine Recruitment: rebranding and website re-design with SEO. The new site increased site traffic by 150% after launch.
- 2009 redesigned the company website [gabriel.co.uk](http://gabriel.co.uk). I produced the front-end design and optimised, standards compliant HTML & CSS.

*Some of the clients I worked with while at Gabriel Scientific Consultancy Ltd:*

Hunterdouglas N.V

Abbey Fire UK Ltd

Alpha Digital Solutions Ltd

Templine Recruitment

Knightsbridge Mechanical

Type One Mission

April 2005 – May 2009

---

## **Online Worx, Manchester**

*Front-End Developer*

Digital media agency and provider of Internet and multimedia solutions.

### **Responsibilities:**

- Design & Development.
- UI/UX wireframes and templates.
- HTML & CSS
- Account management and building client relationships.
- Designing specification documents.
- Managing, training and mentoring.
- SEO & Marketing
- Hosting management.

### **Key Achievements:**

- I initiated a switch from table based design to XHTML, CSS and a new understanding of W3C Standards, increasing the accessibility, usability and search engine placement of future projects, as well as opening up new income opportunities from existing clients.
- I implemented two re-branding campaigns for the company, this included: re-designing the company logo, stationery and redesigning the website using fluid XHTML, CSS and JavaScript.
- Training and mentoring a graduate employee that went on to work for digitaslbi.com; one of the biggest SEO companies in the UK.

*Some of the clients I worked with while at Online Worx:*

Atticus Clothing  
Big L Radio

Everything But The Music  
Fred Aldous

Modec Electric Vehicles  
Moonpig.com

November 2004 – February 2005

---

## **Eden Information Systems, Manchester**

*User Interface Designer(Intern)*

Eden information systems Intranet application interface. Designed for the NHS as a means for all medical personnel to efficiently collect and store patient data.

### **Responsibilities:**

- Visual identity: logo design, branding, and colour scheme.
- Working closely with an ASP .NET developer to design new UI.
- Designing icon sets.
- HTML & CSS development.

### **Key Achievements:**

- Established a consistent look and feel for the application this included the development of a custom icon system that was used throughout the user interface.
  - UI elements were re-designed to be consistent with standard Web interactions. This allowed users to utilise their existing knowledge of Web conventions when working with the application.
- 

## **Education**

<b>2005 CCDigital Ltd</b>	<b>Dreamweaver Dynamic applications</b> - 2 day course
<b>2005 CCDigital Ltd</b>	<b>Intermediate Adobe In-design</b> - 1 day course
<b>2003 Manchester City College</b>	<b>Web Technologies Certificate</b> - 6 month course
<b>2000-2001 Manchester City College</b>	<b>Music Technology</b> - Higher National Certificate
<b>1999-2000 Manchester City College</b>	<b>Music Technology</b> - National Certificate
<b>1997-1999 Manchester City College</b>	<b>Multimedia Design</b> - National Diploma
<b>1991-1997 Parris Wood High School Manchester</b>	<b>8 GCSE's</b> - Grade C and above

---

## **Interests**

Going to gigs, listening to and making music, good design, food and cooking for friends, socialising, fitness, cycling and travelling.

---

## **Referees**

### **Simon Gent**

*IT Director at Destinology*  
simon.gent@destinology.co.uk  
01204 474 473

### **Esther O'Callaghan** OBE FRSA

*CEO at The OPERA Global Youth Foundation*  
esther@weareopera.org  
07496 238 169