

LEE MARRIOTT.

Web Designer - Graphic Designer - Visual Designer

🏠 Castleford, West Yorkshire

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Profile

Web Designer with over five years' professional experience designing and delivering digital marketing assets for large retail brands, including Staples. Strong background in accessible, conversion-focused web design, with hands-on experience in HTML, CSS, and JavaScript. Experienced in managing campaign work from brief through to delivery, collaborating with marketing teams and stakeholders, and balancing multiple projects to tight deadlines. Now seeking a mid-weight web design role with greater ownership and creative responsibility.

Professional Experience

Web Designer

Evo Group Limited | July 2020 – Present

Design and deliver digital marketing assets for the Staples brand, supporting national retail and e-commerce campaigns.

- Designed and built landing pages, promotional emails, banners, and campaign assets based on marketing briefs
- Led the design and implementation of large-scale quarterly campaigns, managing work from concept to final delivery
- Created supplier-funded marketing materials, ensuring alignment with third-party brand guidelines while maintaining a consistent Staples customer experience
- Collaborated closely with marketing stakeholders to meet campaign objectives and deadlines
- Supported other Evo Group brands when required, including contributing to a full website redesign
- Took on additional responsibilities involving uploading marketing assets and configuring product searches, integrating these tasks smoothly into existing workflows

System Administrator

Yee Group Limited | May 2015 – July 2020

Provided technical and administrative support across the business, with a strong focus on internal systems and digital tools.

- Developed an application to record and manage on-site information, maintained and added Quality of life updates.
- Designed and built a supporting website to display, edit, and manage application data

Skills

Web & Front-End

- HTML5, CSS3
- JavaScript
- Responsive web design
- Web accessibility and usability best practices

Design & Creative

- UI and visual design
- Graphic design for digital marketing
- Adobe Creative Cloud (Photoshop, Illustrator, XD)

Marketing & Delivery

- Landing page design
- Email marketing design (DotDigital, Force24)
- Campaign asset creation
- Stakeholder and client collaboration
- Managing multiple projects to deadlines

Education

Staffordshire University | 2013 – 2018

- BSc (Hons) Web Design
- Foundation Degree in Computing

Burton College | 2011 – 2013

- BTEC National Diploma Level 3 in IT Practitioners