

---

# SIMON WICKS

---

📍 Leeds, UK 🌐 <http://simonwicks.net>

## PROFILE

I'm a creative with 8 years' experience in brand and media design, and a keen eye for conceptual design. My portfolio is packed with print ads, web banners, landing pages, homepage takeovers and campaign concepts for travel, e-commerce and technology companies. I'm in my element bringing new ideas and fresh approaches to social media, creative and marketing campaigns.

## EXPERIENCE

CREATIVE MEDIA DESIGNER, LASTMINUTE.COM;  
LONDON, UK – MAY 2007 - JULY 2015

I designed landing pages and assets for London's fastest growing, most innovative online lifestyle and entertainment brand, and helped evolve the visual and brand identity of lastminute.com

### WITHIN THE MEDIA TEAM:

- Developed media and website assets, including conceptual, visual and creative designs, for UK and Pan-European websites
- Built front-end campaign site pages on custom-built Adobe CQ5 CMS
- Oversaw the campaign process from initial concepts and creative development to final launch on site
- Created campaigns, working directly with brands such as: British Airways, Virgin Atlantic, Air France, Morocco Tourism, Tourism Ireland, Visit Greece, Sky, MasterCard, Visa, Canon, and more

### WITHIN THE MARKETING TEAM:

- Working within CRM and Marketing Departments to determine design content for targeted 'smart tips' and weekly newsletters – lastminute.com (2.8 million subscribers), Something for the Weekend (280,000 subscribers)
- Designing print ads promoting lastminute.com products and offers for London newspapers and transport

CO-FOUNDER & BUSINESS DEVELOPMENT MANAGER, WALLABEE;  
LONDON, UK – SEPT 2011 - SEPT 2015

WallaBee is the largest self-funded mobile location-based collection and trading game on iOS.

I worked on WallaBee in my free time, alongside my full-time job.

- Conceptualising stories around collectible items based on themes and current trends
- Conceptualising advertising and marketing ideas for driving users of the app to real-world locations
- Creating and managing competitions and giveaways
- Managing the creation of our 350+ Unique Items: working with our players and designers to bring their ideas to life, turning complicated ideas into simpler ones, processing feedback, setting up the item for release, and dealing with any problems
- Moderating user interaction, including filtering negative comments and posts not adhering to the community guidelines
- Assisting players experiencing any form of difficulty, such as bugs in the app
- Providing one-to-one user/developer interaction and support via email
- Constant interaction with players and noting/actioning all suggestions for app improvement

We sold WallaBee to Munzee in September 2015.

## EDUCATION

BTEC NATIONAL DIPLOMA IN MULTIMEDIA STUDIES  
STAMFORD COLLEGE – 2005

## SKILLS

PHOTOSHOP - FLASH - PREMIERE PRO - AFTER EFFECTS - INDESIGN  
SOCIAL MEDIA - CMS - HTML - CUSTOMER SUPPORT

## INTERESTS

 PHOTOGRAPHY -  TECHNOLOGY -  MOVIES -  GAMING -  MUSIC  
 TRAVEL -  MY CATS