

# Andrew Baddeley

+27 [82] 789 4460

[andrew@wpwebdesign.co.za](mailto:andrew@wpwebdesign.co.za)

[www.wpwebdesign.co.za](http://www.wpwebdesign.co.za)

<https://www.linkedin.com/in/andrew-baddeley/>

DOB: 15<sup>th</sup> May 1973

## Primary Work Objectives

- Website design & development.
- E-commerce integration & customisation.
- User-interface design – UI.
- General graphic design: print & digital.

## General Skills

- WordPress website design & development.
- WooCommerce e-commerce integration.
- SEO & WordPress audits / website optimisation.
- Web + mobile UI development: wireframes, prototyping & high-fidelity designs.
- Creative & art direction.
- Graphic design: print & digital.

- Video editing / animation / motion graphics.
- Project management.

## Software Experience

- WordPress & WooCommerce, WIX, WebFlow.
- WordPress page builders: WP Bakery / Visual Composer, Elementor, DIVI, Astra etc.
- Adobe Creative Suite: Photoshop, Illustrator, After Effects, Premiere, InDesign, Acrobat Professional.
- HTML, CSS & Javascript.
- UI / UX: Figma & Adobe XD.
- Microsoft Word & Powerpoint.

## Work History

**Jan 2003 – present: Freelancer / Contractor [Cape Town, ZA)**

- **DIGITAL:** website design & development, e-commerce integration, UI design, SEO, website auditing & optimisations (server / client-side), social media marketing, banner ads & e-mailers.
- **PRINT:** branding, advertising - brochures, corporate ID, packaging etc.
- **ANIMATION:** website & social media animation, promotional stings.

- **CREATIVE & ART DIRECTION**
- **PROJECT MANAGEMENT:** managing designers, front-end coders & database developers on ad hoc projects.

**May 2001 - December 2002: Vegas Kings [Cape Town, ZA]**

Full-time: website design & development, banner ads & e-mailers, corporate ID / brand collateral.

**March – April 2001: Heavyweight Management [London, UK]**

Freelance: website design & development, general graphic design services: print & digital.

**February 2001: Holster Media [Nottingham, UK]**

Freelance: corporate ID, website design & development.

**January 2001: Global Leisure Media [Nottingham, UK]**

Freelance: corporate ID, website design & development.

**August 2000 - December 2000: Line TV [London, UK]**

Contract: website design & development, digital graphics creation, animated presentations.

**May 2000 - July 2000: Spook New Media Ltd [London, UK]**

Full-time: internet design & development, Flash animation for web, motion graphics for terrestrial television, general online marketing collateral, corporate ID.

**April 2000 - May 2000: Warner Music UK [London, UK]**

Freelance: music video production – animation / motion graphics, filming, video editing.

**July 1999 – April 2000: Fresh Records [London, UK]**

Full-time: print-based design, internet design & development, general online marketing.

**July 1999: Wunderman Cato Johnson [London, UK]**

Freelance: website user-interface design.

**May 1999 - June 1999: Turbulence UK Promotions [London, UK]**

Freelance: graphic design, website design & development, motion graphics.

**May 1999: BB Gun Productions Ltd [Nottingham, UK]**

Freelance: motion graphics & post-production.

**February 1998 - April 1999: Virtual Engineering [London, UK]**

Freelance: motion graphics - conceptualisation, video editing, design & animation.

## **Education & Training**

**January 1990 - June 1991: Cape Town Technical College [Cape Town, ZA]**

National Senior Certificate gained in art and graphic design.

**July 1992 - November 1992: Hirt & Carter Graphics [Cape Town, ZA]**

Certificate gained in computer graphics, desktop publishing, layout and design. The course was the first of its kind offered in Cape Town, designed to introduce the integration between modern

developments in computer technology and traditional commercial art.

**September 1996 - August 1998: West Thames College  
[Middlesex, UK]**

BTEC National Diploma Multimedia / New Media. Subjects included traditional graphic design and typography theory / practical, electronic print publishing [print and internet], video capture, editing and creation of computer-based animation, interactive media, visualisation and storyboard creation, traditional / digital photography, audio engineering basics.

## **Hobbies & Interests**

Design trends, psychology, mountain biking, hiking, trail running, reading.

## **Online Portfolio**

A complete portfolio is available online at:

**[www.wpwebdesign.co.za](http://www.wpwebdesign.co.za)**

“Andrew quickly grasped our vision and turned it into a sleek, user-friendly site that exceeds our expectations. His communication was excellent, and he was always responsive to our feedback.”

Qotho, [www.qotho.co.za](http://www.qotho.co.za)

“I've worked with Andrew on many successful projects. He has a great eye for detail and will come up with a unique design every time.”

Gerhard Kotze, Freelance Python Developer

“Andrew is amazing! His eye for design, attention to detail, and knowledge of web design are all top notch. He goes above and beyond in every aspect of his work.”

Sarah Woolsey, [www.twrkarting.com](http://www.twrkarting.com)