

NICK CLARKSON

Creative Technologist, Technical Director and Web Developer

Bristol, UK

Nick has been working with the web since 1999. A full stack developer with a broad portfolio of skills. Nick has a passion for digital and is active in the Bristol technical community speaking on various topics including first principles of web development, Design Thinking, SMM, SEO and Conversion. He lives in Bristol with his wife Food Stylist Alison Clarkson and their two sons Daniel and Alex.

WORK EXPERIENCE

NMI / CREDITCALL

Head of Digital | Feb, 2016 – Current

Working closely with the Head of Marketing, I have devised the last 2 year-out digital strategies for the brand and since the recent acquisition of Creditcall I have devised and run the user research project that will inform a rebrand, a company positioning realignment and the ongoing development of the platform and the iterations thereof. I run an elastic team that includes UX, web development, design and E-CRM / Digital Marketing. I devised and implemented the E-CRM / Marketing Automation strategy. Integrating a combination of Pardot and Salesforce. I have been involved with recruitment and on boarding and managing 3rd party suppliers. Along with pastoral care of the team and management of the digital marketing budget. I am also charged with the upkeep and refresh of all Creditcall forward-facing digital assets. This has included the redevelopment of creditcall.com and the development of the Express Boarding web application. The redeveloped creditcall.com resulted in a 300% uplift in conversions. I have brought new development and team workflow principles to Creditcall along with with a focus on iterative, user-centric development, while adhering to strict security standards.

AUK

Technical Director | Nov, 2014 – Feb, 2015

Headed up the technical department for AUK (formerly Agency UK). Ran a growing team of 6 developers. Spending quality time with current and prospective clients. In the pursuit of enjoyable and good works building web sites and web applications. Work included projects for: Welsh Meat, BSM, Ladbrokes, Pentathlon GB, Quintiles.

G+V

Head of Development | Nov, 2012 – Nov, 2014

Charged with agency technical direction. Instrumental in winning National Pitches. Championed solutions based approach and cross discipline collaboration within the business. Built, maintained and supported the development team. Work included projects for: Brothers Cider, Drinkaware, Continental Tyres, NOS. ISTRUCT, British Medical Journal, Zettics

E3

Senior Interface Developer | Nov, 2011 – Nov, 2012

Created thick web interfaces and mobile applications. Took a lead role in the delivery of technical projects. Nurtured / advised junior members of the Development team. Contributed to process work groups. Work included projects for: Kia, Land Rover, Orange, The Royal Navy and The National Trust.

- Won Drum Awards for Digital Industries 2015 - Best Not for Profit Website For The National Trust 50 Things Campaign

DIGITAL VISITOR

Development Manager | Nov, 2010 – Nov, 2011

Built Visitor Review, an integrated social media platform with a customer review element. Took a lead role in developing a RESTful API and a highly configurable REST client. Developed a suite of Javascript widgets which allow content editors to install social and review functions to their web sites. Work included projects for: Enjoy England, Joules Verne Voyages, London Clubs International.

- Won Travolution Awards 2011 - Best Online Application For my work with Visitor Review.

FREELANCE

Freelance web developer / designer | Nov, 2007 – Nov, 2011

As a freelancer I worked on a wide range of projects from intranets to eLearning applications. I bid for and won these projects and managed their delivery. Work included projects for: Telstra, Minervation, Oxford University, Scottish NHS, Thames Valley NHS, British Cardiology Society, King and Allen Talis, Team Rubber.

- Won 2010 IVCA - Best Interactive For a Flash eLearning application designed & developed for Rethink (The National Schizophrenia Society) in conjunction with Minervation and Seafood. The competition included Channel 4 and CBeebies

XPRESS ORDERING

Product Specialist | Nov, 2004 – Nov, 2007

Produced, maintained and enhanced and re-purposed Xpress Ordering's kiosk ordering application. Developed key interface elements and aspects of the Firebird database. Developed a PHP administration tool. Extended the kiosk application to include, amongst other functions, a customer survey and webcam functionality. Work included projects for: Orange, Brake Brothers, Natwest, Lloyds, RBS

FREELANCE

Web Developer / Designer | Nov, 1999 – Nov, 2004

Built sites for various SMEs ranging from pubs / clubs to ad hoc work for Playboy UK and Gum Ball 3000. Prior to embarking on my freelance career I worked as a Compliance tester for Microsoft working on the original Xbox release titles including PGR, Oddworld and Halo.

EDUCATION

KINGSTON UNIVERSITY

Computing Systems | Sep, 1994 – Sep, 1997

My degree course covered Computer Science, Maths and Digital and Analogue Electronics.

SKILLS

Team cohesion and work flow

People Management

Technical Direction

Digital Strategy

Coaching

Recruitment

Negotiation

Conflict resolution

Software Development

Web Design

User Experience

Public Speaking

Scoping and Briefing

Project management

Working with confidential and sensitive issues

CONTACT INFORMATION

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