



JAKE NICOL
Digital Graphic Designer

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Luton, United Kingdom

Infusing creativity with a results-driven approach, I am a versatile Digital Designer with over 9 years of experience. I leverage my extensive marketing background to craft high-converting digital assets, including web, email, social media, and advertising content, that drive results and foster authentic connections with customers. Expertly utilizing Adobe Creative Suite, I flourish in dynamic settings, seamlessly producing captivating and innovative concepts that engage audiences and fortify brands.

Skills

- Adobe Photoshop
- Adobe XD
- Adobe Illustrator
- Adobe After Effects
- Adobe InDesign
- Digital Marketing
- UI/UX Design
- HTML/CSS
- Photography

Employment History

Marketing Manager at Byte | Restaurant Marketing, Luton

April 2016 – Present

- Generated approximately £140,000 in additional revenue for an Italian Restaurant over a two-year period through effective organic marketing strategies.
- Skillfully managed and executed all creative and marketing campaigns for restaurant clients across social media, web, and email platforms.
- Achieved an impressive 24.8% email click-through rate for a local restaurant over two years, exceeding the industry average by 8x.

- Designed and implemented a successful organic marketing campaign, resulting in a 57% increase in monthly bookings.
- Drove a significant 187% increase in website traffic through strategic social media campaigns over a two-year period.

Marketing Manager at 201 Digital, Luton

April 2020 – Present

- Generated a significant £250,000 in additional revenue for a client through strategic Google Ads, resulting in an impressive 3,372% ROI.
- Skillfully designed a client's website, directly attributing to a substantial 246% increase in website traffic.
- Consistently delivered top-notch digital and print assets for more than 50 clients over an 8-year period.
- Expertly managed comprehensive branding, digital assets, website design, and marketing campaigns for a thriving restaurant marketing agency.

UI/UX Designer at Brighter Software, Luton

May 2015 – Present

- Successfully designed O2's Priority Instant Winners web app, generating an impressive 2.8 million entries across the UK.
- Conceptualized, wireframed, and designed a bespoke ERP system for a £46m turnover company, streamlining business operations.
- Innovatively designed, prototyped, and engineered an AI web application using Tailwind and Figma, showcasing cutting-edge technology.
- Designed a fully functional web app game, "I-Vault," which was successfully pitched to over 50 top business owners at a national event, demonstrating exceptional design capabilities.

Graphic Designer at 201 Digital, Luton

August 2016 – April 2020

- Successfully designed branding, digital and print assets, signage, and websites for EPIC Hospitality and two of their establishments, enhancing their brand image.
- Managed all digital and print creatives for one of the UK's leading aesthetic practitioners over a 3-year period, supporting their ongoing success.
- Creatively designed responsive websites for over 20 clients across the UK and Europe, catering to a variety of industries and addressing their distinct needs.

360 Video Editor at 360 Clips, Luton

January 2017 – March 2018

- Developed an impactful promotional 360° video for a local charity, effectively raising awareness and support.
- Collaborated with Dunstable Council to produce an immersive 360° video capturing a local event, enhancing community engagement.
- Innovatively 3D printed a 360° video mount, accommodating 6 GoPro cameras to record simultaneously, creating seamless and high-quality 360° footage.

- Gained hands-on experience with industry-standard design tools, including Adobe Creative Suite, to create visually appealing graphics.
- Developed a strong foundation in design principles, typography, and colour theory through practical application and mentorship.

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Graphic Design Apprentice at 201 Digital, Luton

May 2014 – May 2015

- Actively sought feedback and implemented suggestions to refine designs, demonstrating a commitment to continuous improvement and growth.
 - Participated in client meetings, gaining valuable insights into the design process and client communication.
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Education

BTEC Level 3 Extended Diploma in ICT Systems and Principles, The Bedford College Group, Bedford

April 2014 – April 2015

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BTEC Level 3 Diploma in Professional Competence for IT and Telecoms Professionals, The Bedford College Group, Bedford

April 2014 – April 2015

Links

[LinkedIn](#)

Hobbies

Away from my professional life, my hobbies showcase my wide-ranging interests and passion for exploring different facets of life. As a die-hard Red Devil, I revel in the excitement of watching football matches and cheering on my favourite team. Gaming is another passion of mine, and I enjoy immersing myself in various virtual worlds, tackling challenges, and exploring new narratives.

With a keen interest in the rapidly evolving world of crypto, I constantly strive to stay informed about the latest trends, developments, and investment opportunities. Fitness is an essential aspect of my well-being, and you'll often find me hitting the gym, working on my strength, endurance, and overall health.