

MIKALA O'CONNOR

Digital Designer



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Summary

Independent contract/freelance digital designer with extensive experience in website design and website development in Wix and WordPress for a variety of start-ups and SMB's across the UK.

Key Skills

Web Design Web Development Graphic Design Branding SEO

Work Experience



Search Engine Optimisation Specialist - People's Ford

March 2022 - Current (5 months)

Working with People's Ford to improve their organic search presence and achieve more leads. This involves on and off-page SEO, technical SEO, UX website strategies and analytics reporting.



Lead Digital Designer & WordPress Developer - 7 Minute Mornings

Aug 2017 - March 2019 (2 years)

My role was to design a brand new website for a fitness start-up 7 Minute Mornings. This project included a brand new website design and build and a WordPress backend membership system. It was key for the company to have a non-coded site that could be updated quickly. Once built, I continued to work with with them on developing their active campaign email systems and design, social media designs and SEO.

Freelance Digital Designer - Moon Digital

Aug 2016 - Current

Here I work with a wide range of start-ups and SMB's on digital design projects. I complete web design, UX/UI design, web development and branding work to support businesses to establish themselves online.

Education

- BA Law and Music (2:1) Keele University - 2008
- Currently taking Diploma in UX design with the UX Institute
- Udemy - Complete web design course - 2015
- Certified Wordpress Web Designer - Accredited by The CPD Certification Service - 2016

Software Skills

I'm always happy to use and learn new software, these are the ones I use regularly:

Expert

- Wix
- Elementor
- Canva
- Microsoft Office
- Ascend

Strong

- WordPress
- Google Analytics
- Uizard
- UX Sniff
- Google Slides
- Active Campaign

Beginner

- Figma
- HubSpot
- Monday.com

Referees

Available on request

Personal Details

Gender: female

Nationality: White/British

Age: 34

Location: SE London/Kent