

CURRICULUM VITAE SETH FRANCIS NICHOLS

Nationality: British
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Currently I am freelancing as a Web Designer, SEO and Copy Writer in Barcelona. Projects I have on the go include working for SEO agency PWP1.com, and with a fashion and photography agency - Productionparadise.com, where I work on SEO and copy writing. I also have some other design projects ongoing and am working towards my AdWords qualification.

Educated to Masters level, I have nine years experience. I am able to create sites from the initial concept and design using tools such as Photoshop, Illustrator, Flash and Fireworks, through to their implementation using hand written XHTML and CSS code (written without tables), including with CMS tools such as Joomla. As well as high levels of creativity I have a strong command of the real world design concepts of usability and cross-browser performance, and copy writing skills.

Companies I have worked for include: Zentropy Partners Web Design agency in London (twice winners of the UK Web Design Agency of the year award in 2001, 2002), Binaria Web Design agency in Barcelona, Travel Industry Corporation Amadeus in Madrid, Red Fig Interactive TV in London, and the National Gallery.

Fluent in Spanish and with a high level of French and Catalan, I also have worked in multi-cultural multi-lingual teams and have managed projects working in these languages. I am thorough, highly organised and have a good eye for detail.

EDUCATION

- Masters in the 'Man-Machine Interface' from York University, England.
- Bachelors' degree (2.1) in Anthropology and Art History from the University of Manchester in England.

PORTFOLIO SAMPLES

Design

General Motors: <http://www.opel.de>

I created the design of the site look and feel, and worked as Information Architect on the My Opel and Car Configuration sections.

National Gallery of London: <http://www.nationalgallery.org.uk/corporate/>

I designed and built the galleries Corporate Sponsorship site solo. The user ID is 'Corporatemember' and the password is 'Trafalgar'.

Maybelline: <http://www.maybelline.it>

Design and development of the European site.

Microsoft: <http://www.microsoft.com/uk/skills>

Information architecture and Photoshop design of the Microsoft UK skills site.

SEO - Freelancing for PWP1.com in Barcelona I have worked on these SEO projects:

EAS: <http://www.executiveaccommodationservices.com>

Work on the site included creating new content and landing pages, competitor research, deep link building and code cleaning. I am currently working on improving the AdWords performance of EAS.

Cartridge World: <http://www.cartridgeworld.es>

I recently completed a round of SEO on the 'franquicias' or Franchises section in Spanish.

Eversely Storage Services: <http://www.eversleystorage.co.uk/>

Currently I am working on redesigning the site with Joomla. I have created content landing pages and performed link building based on competitor research for the existing site and am also working on improving its AdWords performance.

WORK EXPERIENCE

June 2007 - ongoing [Freelance SEO and Web Design](#)

Projects I have on the go include working for an SEO agency called PWP1.com, and with a fashion and photography agency - Productionparadise.com, where I work on SEO and copy writing. I also work as a freelance web designer and developer and frequent collaborator with Barcelona Web Agency Binaria (www.binaria.com), particularly for their Amadeus account.

March 2007 – June 2007 [Web Designer for GSI Commerce. Barcelona, Spain](#)

I worked as a front end web developer and designer on multi-lingual eCommerce sites, including with clients such as Timberland, Logitech and Skype. Tools include Photoshop, CSS2 and XHTML.

February 2006 – February 2007: [Web Designer for Amadeus. Madrid, Spain.](#)

I worked as a web designer and web marketing consultant in the Corporate Marketing web team, answering to offices in 28 countries worldwide. My responsibilities included copy writing on Amadeus sites also.

October 2005 - February 2006: [Designer. Andromedical. Madrid, Spain.](#)

I worked as a web and graphic designer in a medical aesthetics company on arrival in Spain.

May 2003 - August 2005: [New Media Designer. University of Cambridge International Exams: Cambridge, England.](#)

Design and development of all University web and CD ROM projects. Development with XML/XSLT, Content Management systems (Zope, Plone, Gauss). Copy writing for various University websites.

November 2002 - March 2003: [Freelance Web Designer. The National Archive. London, England.](#)

I was responsible for updating existing HTML pages and creating new PSDs.

May - July 2002: [Freelance Web Designer. The National Gallery London, London, England.](#)

Design and development of the galleries corporate sponsorship site, tools included Photoshop, HTML and CSS.

July 2000 - Mar 2002: [Web Designer and Information Architect. Zentropy Partners, London, England.](#)

I worked on creative design projects for clients including Microsoft, Compaq, Reebok, Natwest, PWC, Fidelity Financial Services, General Motors, AMP, Maybelline, Nestle and Unilever. I also worked as an Information Architect for 6 months.

Dec 1999 - July 2000: [Web Assistant. Red Fig Ltd.](#)

I designed visual asset materials for BBC interactive TV programs.

LANGUAGES

English: Native speaker.

Spanish: High level - written and spoken.

Catalan: Basic Level - written and spoken.

French: Medium level - written and spoken.

WEB SKILLS

Advanced: HTML/XHTML (hand coded), CSS2, Photoshop, Illustrator, Dreamweaver, Fireworks., Joomla. Intermediate Flash MX 2004 and Action Scripting. Basic: PHP, XML/XSLT, ASP.