



LIAM SLADE

Digital Designer

Digital designer with extensive experience across digital campaigns, email, social channels and landing pages. A versatile generalist with a specialism in responsive email design and HTML/CSS best-practise. Skilled at turning briefs and raw content into polished work, with a practical understanding of accessibility requirements. Dependable, adaptable and collaborative, with a calm approach and a willingness to learn and take on new challenges.

ABOUT

📍 London, UK
✉ liamslade@hotmail.com
🌐 www.liamslade.co.uk

CORE SKILLS

Digital design & production
Email design best practice

HTML / CSS / Bootstrap

Photoshop
InDesign
Dreamweaver
Litmus
PowerPoint
Canva / Adobe Express
Oracle Commerce Cloud

Video editing / DaVinci Resolve
Audio editing / Reaper
AI Creative Workflows

EDUCATION

Manchester Metropolitan
University | 1999 – 2001
Ripon University | 1997 – 1999
Sandbach School | 1990 – 1997

REFERENCES

Peter Chiodo
Former Design Manager
WeQual

Jenisa Patel
Former Design Manager
Totaljobs / Stepstone

PROFESSIONAL EXPERIENCE

WeQual

Graphic Designer
Jul '24 – May '25
Remote

- Produced branded reports and guidebooks from Word briefs, using **InDesign** for fast-turnaround interactive layouts, with stock imagery and light data visualisation.
- Created **social graphics** and carousels across multiple platforms, combining typography, imagery and light illustration within brand guidelines.
- Turned rough presentations into polished, on-brand **PowerPoint decks** and templates for CEO presentations, workshops and pitches.
- Worked with the Design Manager to develop the PowerPoint template system and **train colleagues**.

Totaljobs Group

Digital Designer
Sep '09 – Dec '23
London · Hybrid

- Digital Designer within Marketing, specialising in email campaigns, landing pages and other digital production.
- Became the business's **HTML email SME**, developing strong expertise in email coding, responsive/hybrid techniques, accessibility and best practice, and **delivered HTML training** to colleagues.
- Rolled out hybrid responsive email coding across the business and **created a modular Litmus system** allowing marketers to build robust emails independently.
- Built **responsive landing pages** for campaigns in Oracle Commerce Cloud using Bootstrap, with integrated data-capture forms linked to email/CRM systems.
- Used **Photoshop** extensively to make graphics and campaign assets across multiple brands and formats.

Freelance

Dec '23 - Present
London · Hybrid

- Available for **freelance** digital design and production support, adapting to varied briefs and client requirements.
- **Music & audio**: Published musician with experience creating and editing audio; stock music tracks have included a Motion Array Editors' Pick.

Early Career

- Worked in administration and clerical roles before a contract copywriting position with **Expedia** in 2008 provided a stepping stone into corporate digital production and subsequently digital design.

RECOMMENDATIONS

“Liam is one of the most dedicated and dependable designers I've worked with. He consistently demonstrated talent and a strong work ethic, combined with a calm, can-do attitude. He is a fast learner, proactive ... and versatile team player who adapts well to shifting priorities and unfamiliar tasks.

“Liam was always easy to work with, flexible, communicated well and produced consistently high quality designs. I recommend him to anyone looking for digital design skills and a great team player.”