

Laurence Knutsen

I'm a designer who creates great web experiences

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Freelance Web Designer

Ongoing

- Stakeholder interviews, research, wireframes, design, prototypes, development (HTML and CSS), CMS implementation, and site deployment for local businesses, including Sazani Associates, a Pembrokeshire based international Non Profit.
- Design of GlassRadar, a native app for iOS by Glass's, the market leading vehicle search for motor traders.

Wolters Kluwer, Kingston upon Thames

Lead Web Designer (UI/UX) - Products & Marketing

April 2012 - November 2014

- Raised awareness within the business at all levels regarding the benefits adopting a User-Centred Design approach to provide better products and experiences.
- Created sketches, wireframes, hi-fidelity mockups, prototypes (InVision), Responsive HTML prototypes (Zurb Foundation), focusing on the principles of User-Centred Design.
- Created Responsive HTML templates using CSS (SASS) and Javascript (jQuery), deployed in conjunction with the development teams in an Agile environment.
- Provided visual designs for supplementary digital and print marketing media.
- Defined and provided stewardship of UK online branding guidelines, including the creation of a style guide for digital services, as part of an ongoing three year global re-branding project.

Lead Web Designer - Marketing

June 2008 - April 2012

- Created wireframes, visual designs, HTML prototypes, and final HTML templates, for product sites, native apps, and marketing sites for brands of Wolters Kluwer UK.
- Liaised on a regular basis with the development and business analysis teams, ensuring all requirements are fulfilled to the business stakeholders satisfaction. Full cross browser support provided, including IE6.
- Coordinated the design of marketing material and managed the distribution of new content to the staging and live environments.

Web Design, Content Management, 2nd Line Support

November 2005 - June 2008

- Design and development of HTML and CSS templates for portal sites and email campaigns.
- Content management and email generation in conjunction with technical editors.
- 2nd line support following the takeover of a major market competitor, working offsite, adapting to the use of new tools and processes during a prolonged transitional period.

I help organisations improve their web experiences and create exciting new digital products and services.

I'm passionate about design and strive to make digital communication as meaningful and enjoyable as it can be.

Specialist in

Visual Design, Responsive Design, Prototyping, User Centred-Design, Mobile First Design, User Experience, Typography, Web Standards, Accessibility

Technical skills

HTML, CSS (SASS), Responsive Design, HTML Prototyping (Zurb Foundation), Wireframes (Balsamiq), Prototyping (InVision), Web Fonts, Adobe Photoshop, iOS App design, Drupal, WordPress, Statamic, Craft, Expression Engine, jQuery, Version Control

Qualifications

The Nottingham Trent University
BSc (Hons) Computer Studies
1994 - 1998

Interests

- Photography and design
- Films and music
- Travel
- Camping, cycling and walking
- Golf, motor racing, cricket
- Computer games

[References available on request](#)