

# VIKTOR DAVID

Graphic Designer | Web Design & Interactive Media  
15+ Years Crafting Digital Experiences

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Redhill, Surrey, UK

Creative and results-driven graphic designer with **over 15 years of experience** across web & digital media. Specializing in high-impact design solutions for web, print, and social media, with advanced proficiency in **Adobe Creative Suite (Photoshop, InDesign, Illustrator)** and experience in web development with **WordPress and Shopify**. Known for delivering innovative designs that drive engagement and elevate brand identity, I bring a strategic, detail-oriented approach to every project. **Skilled in integrating AI tools into workflows** and adapting to emerging technologies, I am committed to exceeding project goals and client expectations.

## Skills



- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe After Effects
- Adobe XD
- Adobe Scheduler
- Figma
- Blender 3D
- Microsoft Office
- Google Analytics
- Google Adwords
- Google Search Console
- Google Looker Studio
- LinkedIn Campaigns
- Various AI Tools
- Wordpress & Divi
- Shopify
- FTP Softwares
- Windows & Mac OS

## Work Experience

### Web Developer, Graphic Designer, SEO Specialist

Platipus Anchors Limited | 01/2021 - Present | Redhill, UK

- Enhanced the company's online presence by **redesigning multiple company websites** on **WordPress CMS** using the **Divi theme**, creating and maintaining the **Shopify store** for the UK market, and developing from the ground-up a **secure, private site** exclusively tailored for approved installers and geotechnical engineers.
- Developed cohesive brand materials including **InDesign, Photoshop, and PowerPoint templates** for brochures, case studies, and presentations, ensuring consistent brand messaging across all media.
- Boosted digital engagement by designing and executing **Google and LinkedIn ad campaigns** across various industry sectors and managing all promotional assets for monthly live webinars.
- Produced **high-impact online presentations** for our in-house and overseas sales teams, creating **100+ page PowerPoint presentations** used in webinars and meetings with 150+ participants on Zoom and Microsoft Teams.
- Increased social media engagement by 25% by designing hundreds of digital assets, scheduling automated posts via **Adobe Content Scheduler**, and familiarizing the team with **HootSuite** and **Later**.
- Led employee training on **Adobe Creative Suite** and essential online tools, fostering a knowledgeable and efficient design team.
- Upgraded **IT and AV infrastructure**, including conference room audiovisuals and IT support, improving team collaboration and presentation quality.
- Designed engaging **visualizations for SEO** and ad campaigns using **Google Looker Studio**, enhancing data insights and campaign performance tracking.

# Work Experience

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## Marketing Manager

SF Studios London | 06/2018 - 01/2021 | London, UK

- I was responsible for creating all online & offline marketing materials, preparing presentations using Prezi & Microsoft PowerPoint, designing the monthly magazine, company website and managing the social media presence.

## Graphic Designer & IT Specialist

Jetway Computers | 01/2015 - 05/2018 | London, UK

- I was running the store in Swiss Cottage, London, dealing with customers daily
- Providing IT support for clients and creating custom built PCs
- Designing both printed and digital branded artworks for clients such as business cards, flyers, banners and other materials
- Creating websites and branding artworks for businesses using Adobe Illustrator, Indesign, and Photoshop.

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**Graphic Designer** at Copy Write Printers, a family run printing company where my job was to create artworks using Adobe Illustrator, Indesign, and Photoshop for both litho and digital printing also dealing with customers in person & over the phone.

**Digital marketer & Graphic Designer** - SquareCircle-Designs, a company specialising in luxury scarves and shawls. I was in charge maintaining their website & working closely with the designers on the collections.

**Sales Assistant / Designer** - Snappy Snaps for over 2 years where my main duties included all kind of graphic design & retouching works using Adobe Photoshop & Illustrator on an Apple Mac Computer.

**Photo Retoucher** - I was involved in several photoshoots for photographers in London and Budapest, including RedlArt (Wedding Photographer), Carlos Lumiere (Fashion Photographer) and Kristof Szentgyorgyvary (Black & White Photographer).

## Some of my latest web design works:

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[www.ukswimmingpools.com](http://www.ukswimmingpools.com)

[www.ilmstudiophoto.com](http://www.ilmstudiophoto.com)

[www.petergilmour.com](http://www.petergilmour.com)

[www.petesmentalgym.com](http://www.petesmentalgym.com)

[www.platipus-anchors.com](http://www.platipus-anchors.com)

[www.platipus.us](http://www.platipus.us)

[www.exploretorrevieja.com](http://www.exploretorrevieja.com)

[www.peggyprendeville.com](http://www.peggyprendeville.com)

[www.peggyprendevillebooks.com](http://www.peggyprendevillebooks.com)

[www.vidasoftservices.com](http://www.vidasoftservices.com)

[www.hampsteadchiropody.com](http://www.hampsteadchiropody.com)

[www.howlingmoonproductions.com](http://www.howlingmoonproductions.com)

## Education & Certifications

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Multimedia Developer & System Administrator OKTAV Hungary 2000 - 2004

Kesjar Csaba Sports College 1996 - 2000

Certificate of European Computer Driving Licence (ECDL) - 2004

Google Search, Display & AI-Powered Shopping Ads Certifications - 2023

The Complete Google Ads Masterclass 2024

Figma UI UX Design Advanced - 2024

**Preparing for my upcoming driving exam, which will be in 02/2025**

## Interests

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Cycling, Exercising, Diving, Art house cinema, Panoramic and 360° photography, Sci-Fi Movies, DIY Electronics using Raspberry Pi & Arduino boards, Home server with Docker, travelling, Smart home systems & Home automation.