

# VIKTOR DAVID

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

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Redhill, Surrey, UK

Experienced **Graphic Designer**, **Web Designer**, and **SEO Specialist** with 15+ years creating digital, print, and web design solutions that improve engagement and brand visibility. Proficient in **Adobe Creative Suite** (Photoshop, Illustrator, InDesign, After Effects), **WordPress**, **Divi**, **Shopify**, **Figma**, and **Google Ads/Analytics**. Skilled in **UI/UX design**, branding, **digital marketing**, and content development, with a proven record of delivering creative projects that align with business goals and achieve measurable results.

## Skills & Tools



- ✓ **Design & Creative:** Adobe Creative Cloud, Microsoft Office Suite, Figma, Blender 3D
- ✓ **Web development:** WordPress (and Divi), Shopify, Joomla, Dreamweaver, HTML/CSS, Javascript/PHP, Email marketing software (BeeFree, MailChimp)
- ✓ **Data & Marketing:** Google Analytics, Adwords, Search Console, Google Looker Studio & Microsoft Power BI, Agile Project Management Platforms (Trello, Asana & Jira)
- ✓ **Social Media:** Social Media Content Schedulers (Adobe), LinkedIn Campaign Manager
- ✓ **Technical & IT:** Windows & Mac, Docker, CRM Systems, Hardware & IT Skills, AI & Workflow Automation Tools (N8N)

## Work Experience

### Tech Lead - Web Development, Graphic Design, SEO

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

- Following the March 2025 acquisition of Platipus Anchors by Minova Global, I've been actively involved in the transition phase - supporting Minova's global marketing initiatives and **leading content and design efforts** as part of the new integrated structure.
- Currently managing the end-to-end development of the new Minova website, overseeing **project planning** using **Jira**, Agile sprint management, content organisation, and cross-department collaboration. Responsible for website design and build in **WordPress**, **3D visual asset creation**, and ensuring alignment with global brand standards.
- **Redesigned multiple company websites** on using **Divi theme**, maintained the **Shopify store**, and developed from the ground-up a **secure, private site** exclusively tailored for approved installers and geotechnical engineers.
- Developed brand materials including **InDesign & 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.
- Produced **presentations** for our in-house and overseas sales teams, creating **PowerPoint presentations** used in webinars with 150-200 participants on Zoom and Microsoft Teams.
- Overseeing digital campaigns achieving 25%+ engagement growth by creating and managing digital assets, scheduling posts via **Adobe Content Scheduler**, and familiarising the team with **HootSuite**.
- Designed engaging **visualisations 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

- Managed day-to-day store operations in Swiss Cottage, London, providing IT support and customer service.
- 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.exploretorrevieja.com](http://www.exploretorrevieja.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.ilmstudiophoto.com](http://www.ilmstudiophoto.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

## Interests

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Cycling, running & swimming

Drone videography

DIY electronics

Travelling

Smart home systems & automation.