

VIKTOR DAVID

Senior Web & UX/UI Specialist

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EXPERIENCE

Senior Web & UX/UI Specialist

Minova Global / Platipus Anchors

01/2021 - Present | Redhill, UK

- Led the development of a global digital experience platform (web site and supporting systems)
- Maintained and redesigned regional websites and Shopify stores, improving performance, and brand consistency
- Redesign of SharePoint information architecture, standardising folder structures and improving document access globally
- Planned and developed UI/UX and templates for internal AI platform, supporting product consistency and usability
- Built a secure, MFA-enabled portal for installers and geotechnical engineers, improving controlled access to technical resources
- Developed custom digital systems, including document structures and tools to streamline internal workflows
- Delivered SEO strategy (on-site & off-site) and executed Google & LinkedIn ad campaigns to support global and regional growth
- Produced performance reports & analytics insights across organic and paid channels to inform marketing decisions
- Created and oversaw digital campaigns, webinar assets, and automated social media scheduling workflows
- Improved & expanded brand and design systems (InDesign, Photoshop, PowerPoint templates) to ensure visual consistency across the organisation
- Provided cross-functional support across marketing and IT, including internal training and technical support

Marketing Manager

SF Studios London

06/2018 - 01/2021 | London, UK

- Created online & offline marketing materials
- Prepared presentations using Prezi & PowerPoint
- Designed the monthly magazine
- Maintained the company website
- Managed the social media presence

Graphic Designer & IT Specialist

Jetway Computers

01/2015 - 05/2018 | London, UK

- Running a computer store on Finchley Rd, London
- Provided IT support and created custom-built PCs
- Designed printed and digital artworks such as business cards, flyers and banners
- Designed websites & branded assets for local businesses

SUMMARY

Senior Digital Experience Specialist with 10+ years of experience spanning web development, UX/UI design, and digital systems. Expert in WordPress (including custom plugin development) and Shopify, with responsibility for managing and optimising multiple company websites across global markets. Proven track record in building scalable digital solutions, including custom tools and interactive features, alongside designing UX/UI for internal platforms and AI-driven applications.

SKILLS

[Adobe Photoshop](#) [InDesign](#) [Illustrator](#)

[Premiere Pro](#) [Figma](#) [Blender 3D](#)

[Photography](#) [UX/UI Design](#) [WordPress](#)

[Divi](#) [Shopify](#) [HTML/CSS](#) [Docker](#)

[Windows, MacOS](#) [PC Building](#)

[Drone Operation](#) [Self-Hosted AI tools](#)

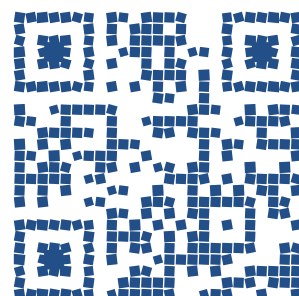
[N8N Workflows](#) [Various SEO Tools](#)

[Google AdWords](#) [Google Analytics](#)

[Looker Studio](#) [Content Scheduling](#)

[Salesforce & ACT!](#) [Jira/Confluence](#) [Asana](#)

[Microsoft Office](#) [Agile marketing](#)



EXPERIENCE

Graphic Designer

[Copy Write Printers](#)

01/2012 - 01/2015 | London, UK

- Created artworks using Adobe Illustrator, Indesign, and Photoshop for both litho and digital printing
- Dealt with clients in person & over the phone

Digital marketer & Graphic Designer

[SquareCircle-Designs](#)

04/2009 - 01/2010 | UK

- Maintained the company website and online store
- Worked with the designers on the collections - giving support using Photoshop

Graphic Designer

[Snappy Snaps](#)

09/2006 - 02/2009 | London, UK

- Designed artworks & Photoshop retouching works
- Worked as a sales assistant

Photo Retoucher

- RedlArt - Wedding Photographer
- Carlos Lumiere - Fashion Photographer
- Kristof Szentgyorgyvary - B&W Photographer
- Keith Lyons - B&W Basement

WEBSITE REFERENCES

www.ukswimmingpools.com

www.tabletennisfightclub.com

www.formagility.com

www.llmstudiophoto.com

www.petergilmour.com

www.casaslavida.com

www.petesmentalgym.com

www.platipus-anchors.com

www.platipus.us

www.exploreitorrevieja.com

www.peggyprendeville.com

www.peggyprendevillebooks.com

www.vidasoftservices.com

www.hampsteadchiroprody.com

www.marylebonepodiatry.com

EDUCATION / CERTIFICATIONS

Google - Display Search

Google - Shopping Ads

Google - Prompt Essentials

Google - Digital Marketing

Udemy - GoogleAds Masterclass

Udemy - Blender Advanced course

Udemy - Figma UI/UX Beginners

Udemy - Figma UX/UI Advanced

Udemy - Learn Jira + Confluence

Udemy - Shopify with Pinterest

Multimedia Developer - Hungary

System Administrator - Hungary

Kesjar Csaba Sports College

UK Driving Licence

