

PORTFOLIO

ABOUT
SELECTED WORK
WEB DEVELOPMENT
SEO & REPORTING
PRINT & EDITORIAL
3D & BRANDING

Viktor David

Senior WordPress & Digital
Experience Specialist

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2026

Senior WordPress Developer & UX/UI Designer

SUMMARY

Digital Experience Specialist with 15+ 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, document systems, and interactive features, alongside designing UX/UI for internal platforms and AI-driven applications. Combines technical development, design thinking, and digital strategy to deliver high-impact, user-focused solutions.

SKILLS

Design Tools: Adobe Photoshop, InDesign, Illustrator, Premiere Pro, Canva, Figma, Blender 3D

Web Development: WordPress, Divi, Elementor, Claude Design, Shopify, HTML/CSS, Docker, Self-Hosted AI tools, N8N Workflows

UX/UI Design: User Experience Design, Wireframing, Prototyping, Responsive Design

Project Management: Jira, Confluence, Asana

Digital Marketing: SEO Tools, Google AdWords & Analytics, Looker Studio, BeeFree & MailChimp

EXPERIENCE

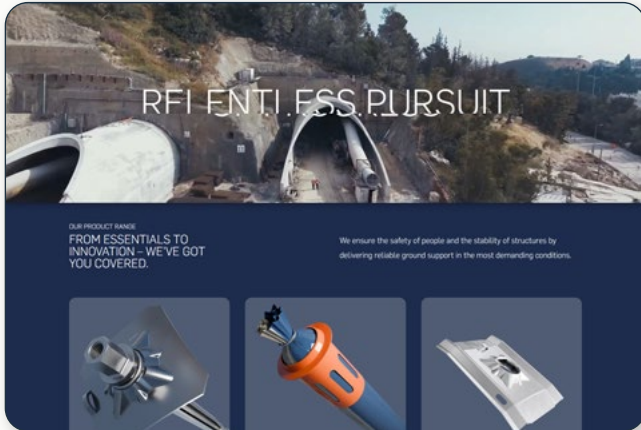
Senior Web & UX/UI Specialist

Minova Global / Platipus Anchors

01/2021 - Present | Redhill, UK

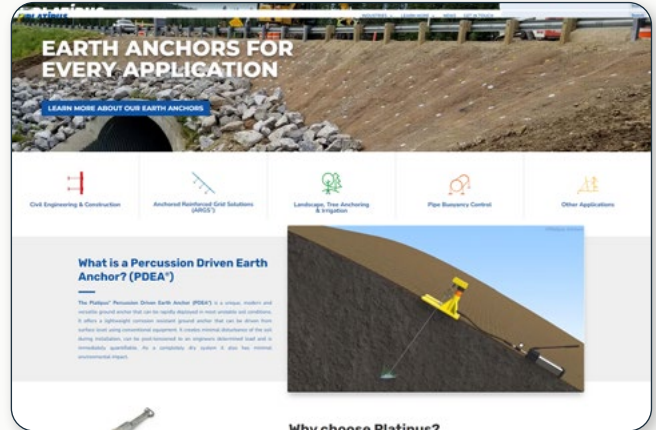
- Led the development of a global digital experience platform (web site and supporting systems)
- Maintained and redesigned regional Wordpress websites and Shopify stores, improving performance, user experience, and brand consistency across markets
- Redesign SharePoint information architecture, standardised folder structures & improved document access globally
- Planned and developed UI/UX and templates for internal AI platform, supporting product consistency & usability
- Built a secure Multi-Factor Authentication enabled web portal, improving controlled access to technical resources and a custom anchor load calculator for global users
- Developed custom digital systems, including document folder structures and tools to streamline internal workflows
- Delivered SEO strategy (on-site & off-site) and executed Google & LinkedIn advertisement campaigns to support global and regional growth
- Produced performance reports & analytics insights across organic & paid channels to inform marketing decisions
- Oversaw 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

Selected works



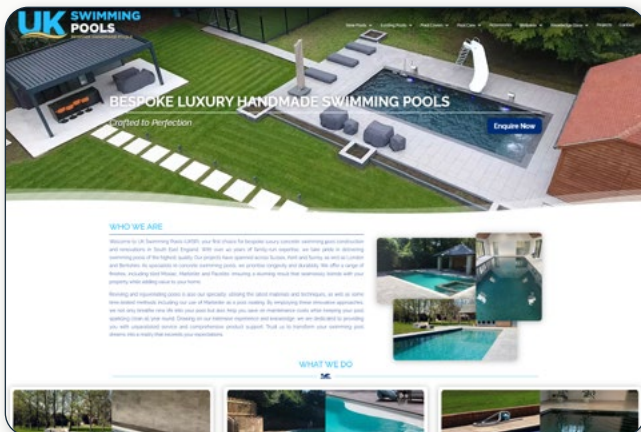
WORDPRESS / WOOCOMMERCE / FIGMA
Minova Global

2026



WORDPRESS / DIVI
Platipus Anchors Limited

2024



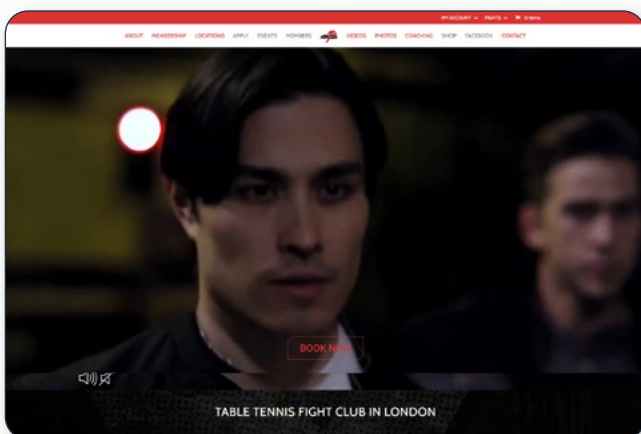
WORDPRESS
UK Swimming Pools Limited

2024



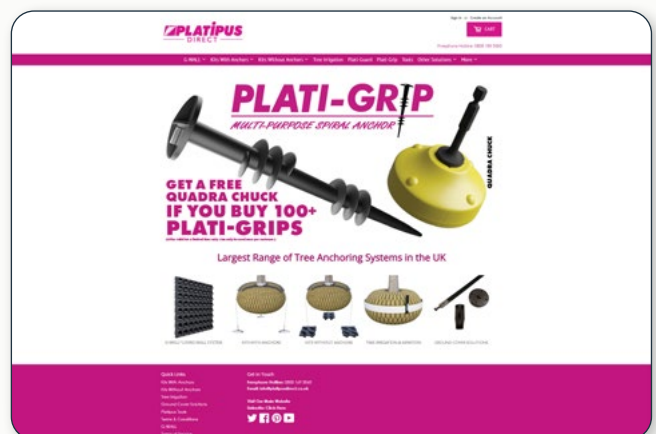
WORDPRESS / EVENTS / GEODIRECTORY
Explore Torrevieja

2023



WORDPRESS / BOOKING SYSTEM
Table Tennis Fight Club

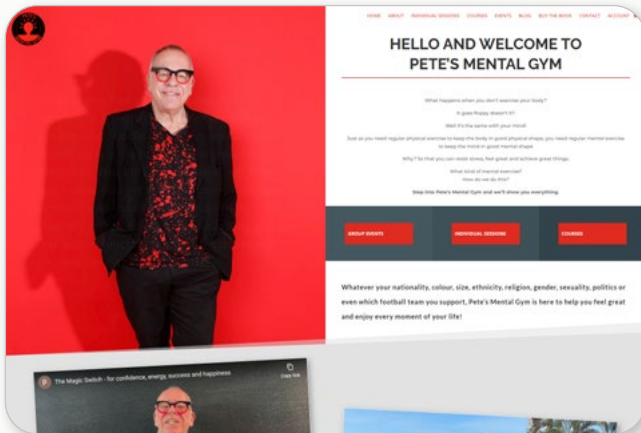
2026



SHOPIFY / CUSTOM THEME
Platipus Direct

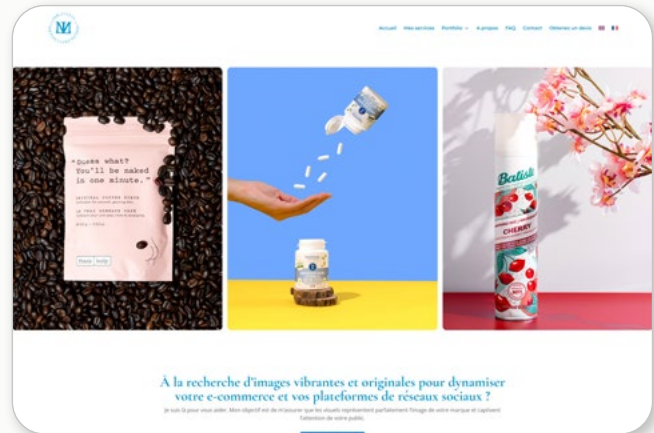
2026

Selected works



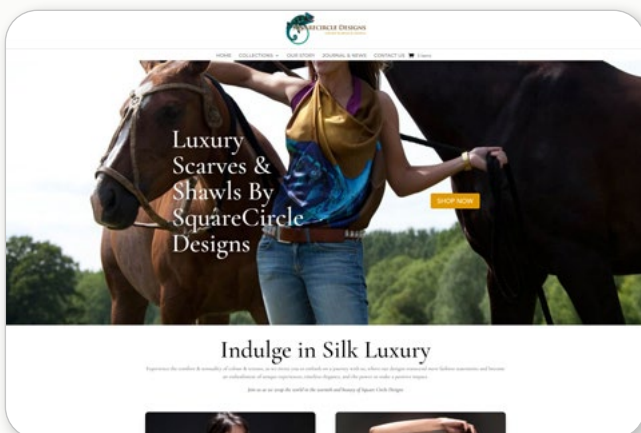
WORDPRESS / WOOCOMMERCE
Pete's Mental Gym

2025



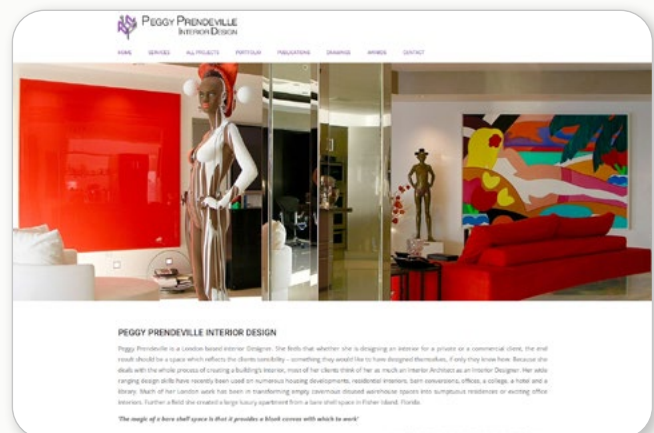
WORDPRESS / FLUENTCRM
LLM Studio Print - Photography

2024



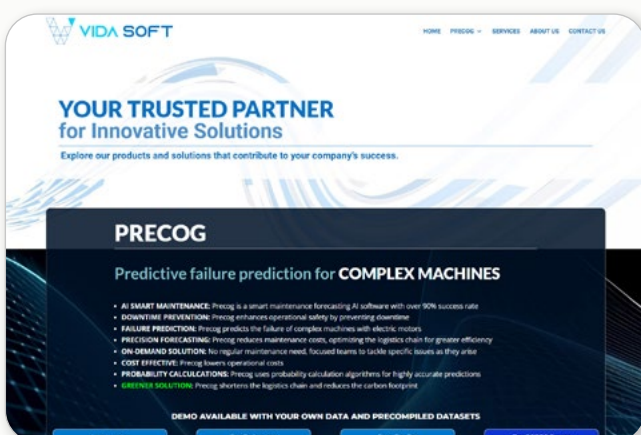
WORDPRESS / PRODUCT CATALOGUE
SquareCircle Designs

2020



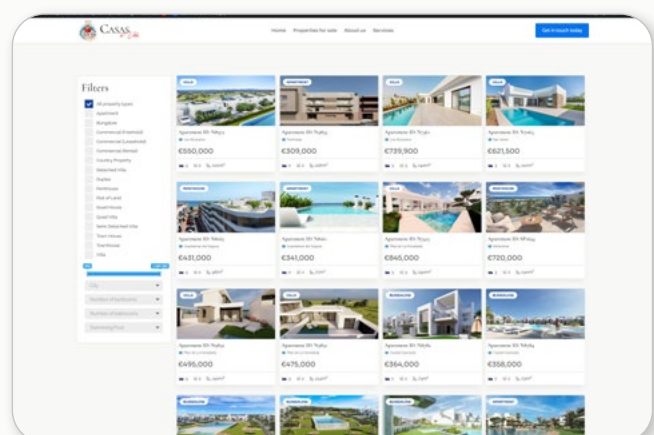
WORDPRESS / PORTFOLIO SYSTEM
Peggy Prendeville Interior Design

2022



WORDPRESS / DIVI / CUSTOM API
Vida Soft Services

2024

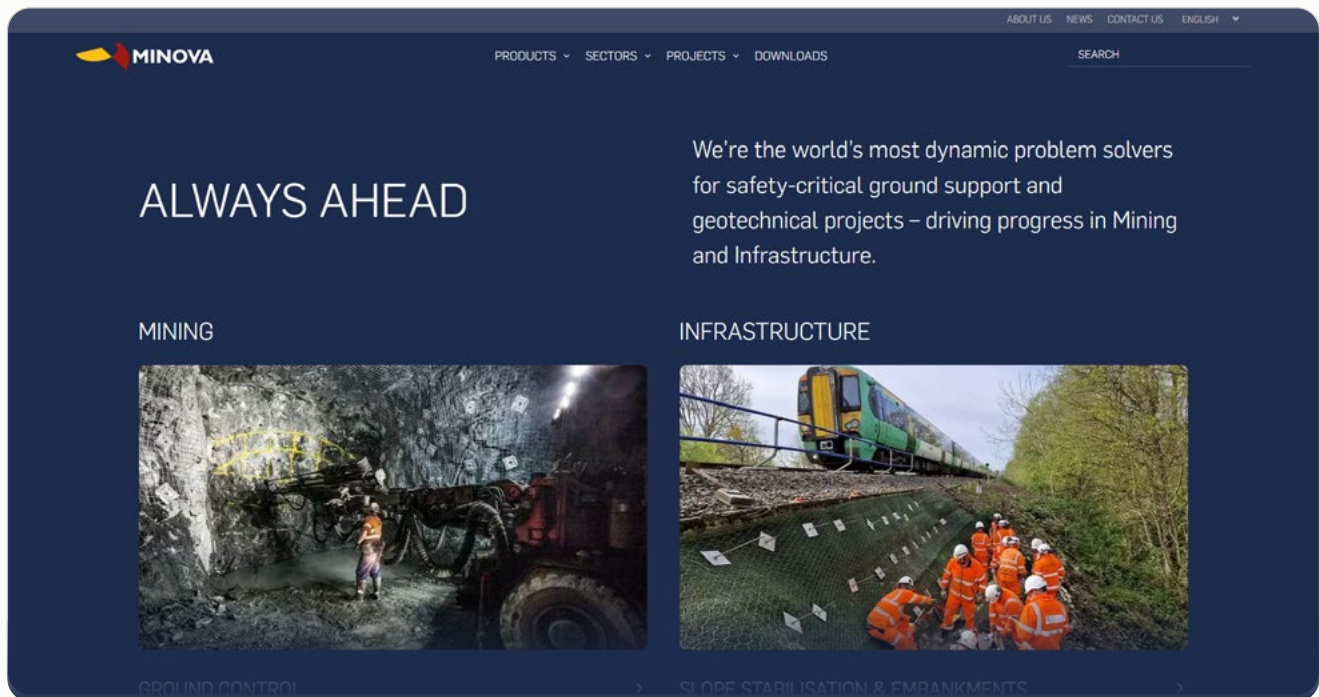


WORDPRESS / ACF / XML IMPORTS
Casas La Vida

2026

Case Study - Minova Global

Digital Experience Platform for a Global Mining Company

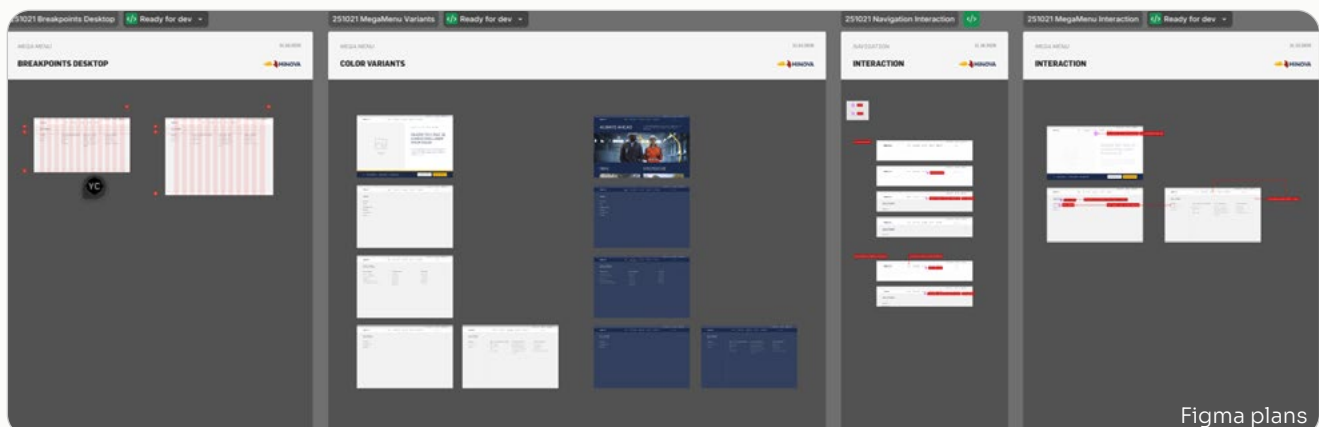


THE OBJECTIVE

Deliver the new Minovaglobal.com that consolidates the company's global product portfolio, regional operations, and brand identity into a single, performant, and maintainable website – replacing an outdated site that no longer reflected the scale or ambition of the business. The goal was to establish a unified digital platform capable of serving Minova's diverse international audience across mining, tunneling, and infrastructure sectors.

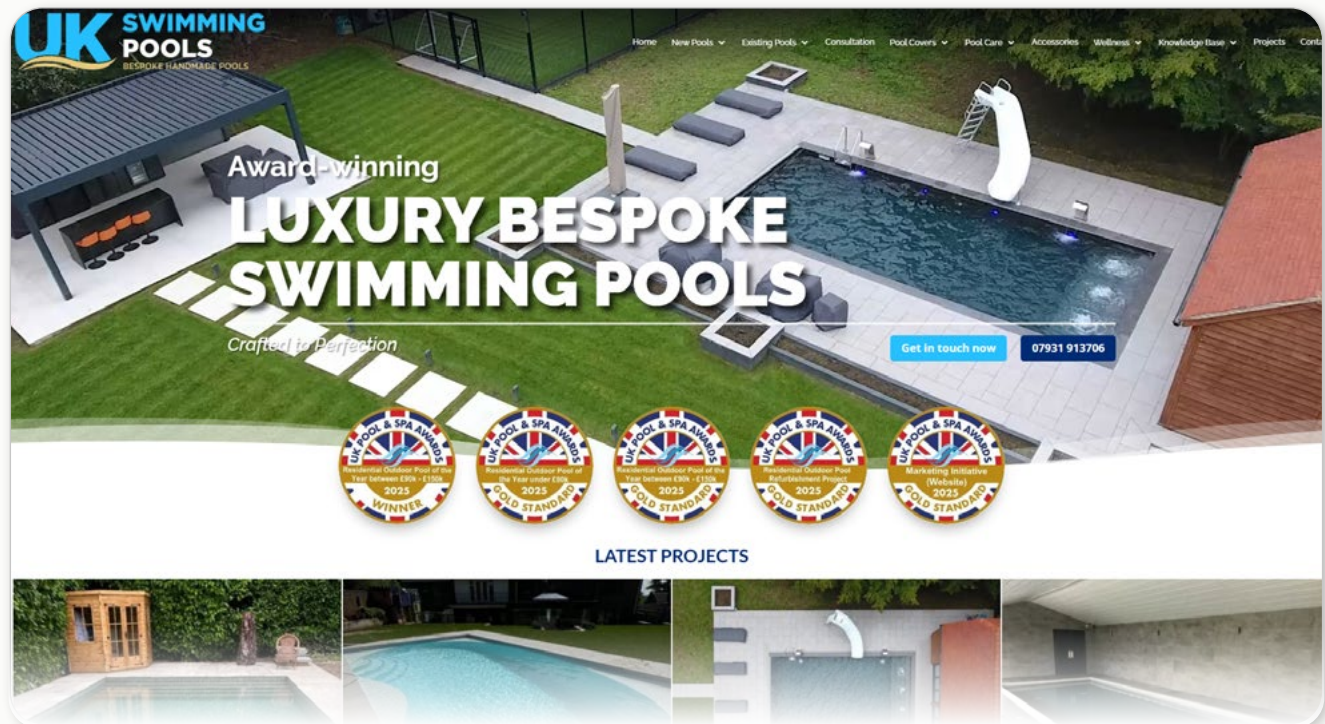
THE SOLUTION

Delivered in close collaboration with international teams and external agencies, the site was built on a custom WordPress foundation – with bespoke plugins and tailored styling developed to meet the demands of a global industrial product catalogue. Working directly with a team from SquareOne GmbH, design specifications were implemented faithfully throughout, resulting in a scalable, CMS-driven platform Minova's teams worldwide can manage independently.



Case Study - UK Swimming Pools Ltd

Full-Stack Design for a Luxury Swimming Pool Builder



THE OBJECTIVE

Establish a premium digital presence for UK Swimming Pools Limited - a bespoke luxury pool building company based in Surrey, that would reflect the quality and craftsmanship of their work, showcase their portfolio of indoor and outdoor builds. The aim is to position them competitively in a high-end residential market for the UK South.

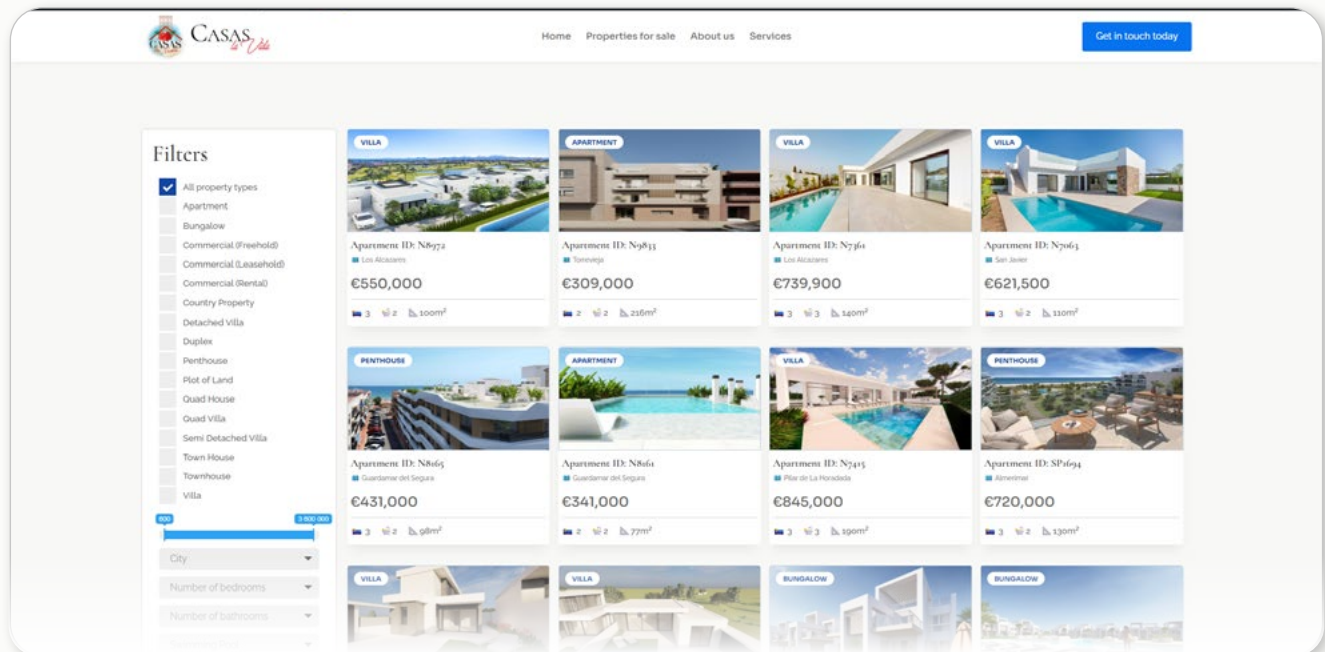
THE SOLUTION

Designed and developed entirely from scratch, the website was conceived and built end-to-end as a solo effort - covering visual identity, graphic design, and a custom WordPress build. The result was a luxury-feel site that captured the premium nature of the brand across every page, from bespoke pool showcases to renovation and wellness services. The work went on to earn a marketing award for both the website and wider graphic output, validating the impact of a cohesive, design-led approach.



Case Study - Casas La Vida

Web Development for a Property Agency in Costa Blanca, Spain

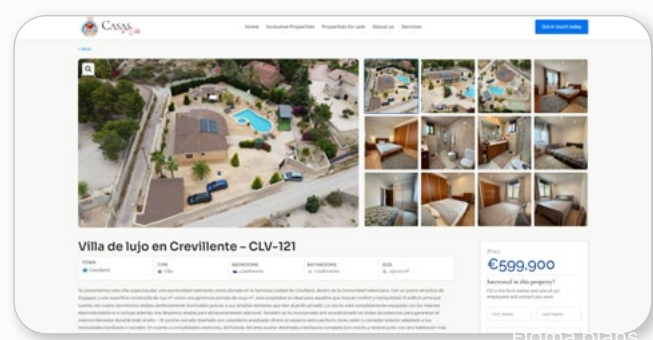


OBJECTIVE

Establish a trustworthy, engaging digital presence for Casas La Vida, a property agency based in Costa Blanca, Spain, targeting international buyers — particularly from the UK and Northern Europe — seeking holiday homes and investment properties. With buyers frequently making significant purchasing decisions remotely, the site needed to build confidence and credibility while making it effortless to browse and filter an evolving portfolio of properties across the region.

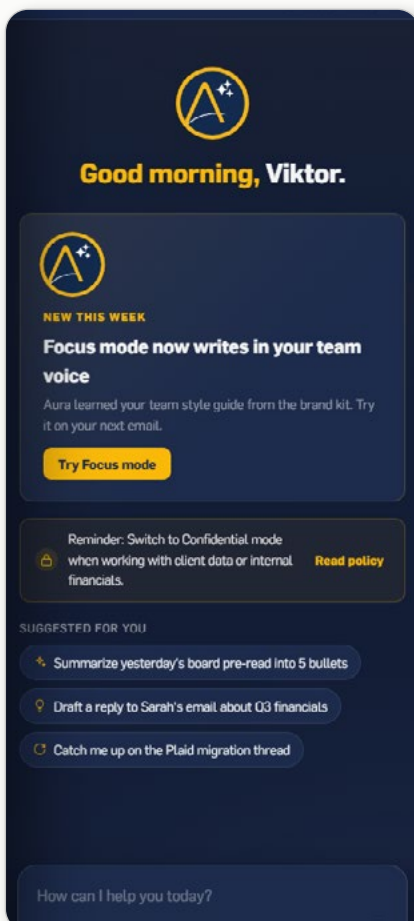
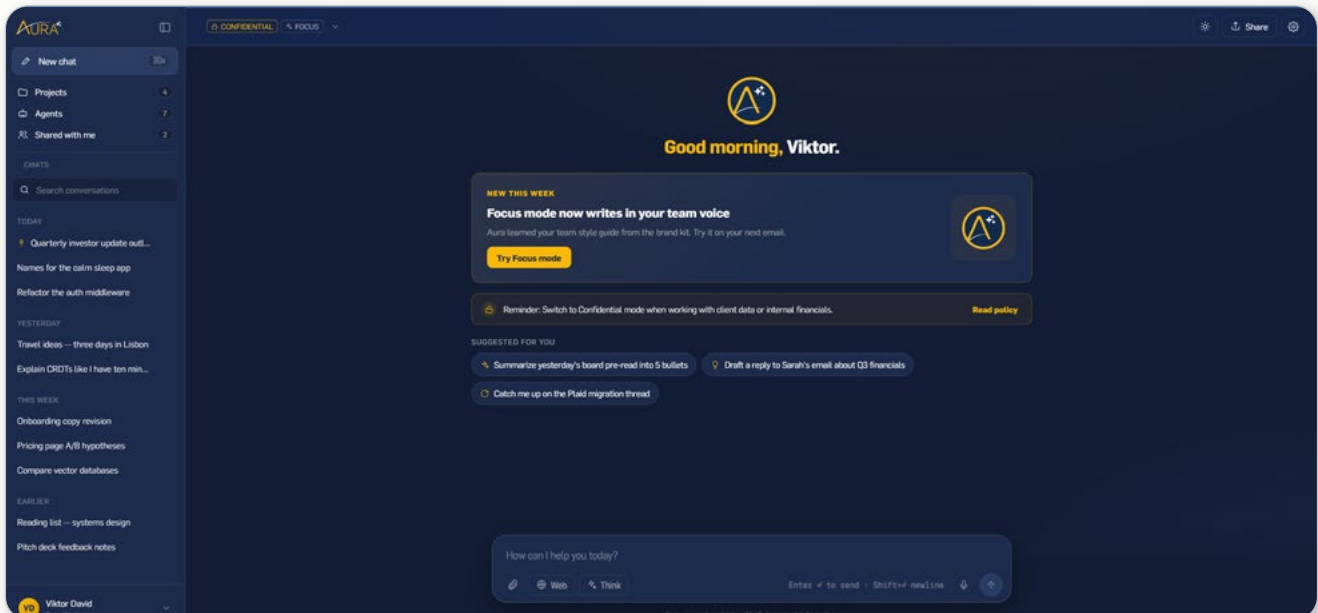
SOLUTION

Designed and developed end-to-end as a solo effort, the website was built on WordPress with a custom property search and filtering system, allowing buyers to narrow listings by location, price, property type, and other key criteria — turning what could be an overwhelming search into a simple, guided experience. Visual design leaned into the lifestyle appeal of coastal Spain, pairing strong imagery with clear, reassuring content to support buyers unfamiliar with purchasing property abroad. The result was a professional, easy-to-navigate platform that positioned Casas La Vida as a credible, capable partner for international buyers, streamlining property discovery and strengthening trust throughout the enquiry process.



Case Study - UI Development for In-house AI

Responsive UX/UI design for Minova's in-house AI: AURA

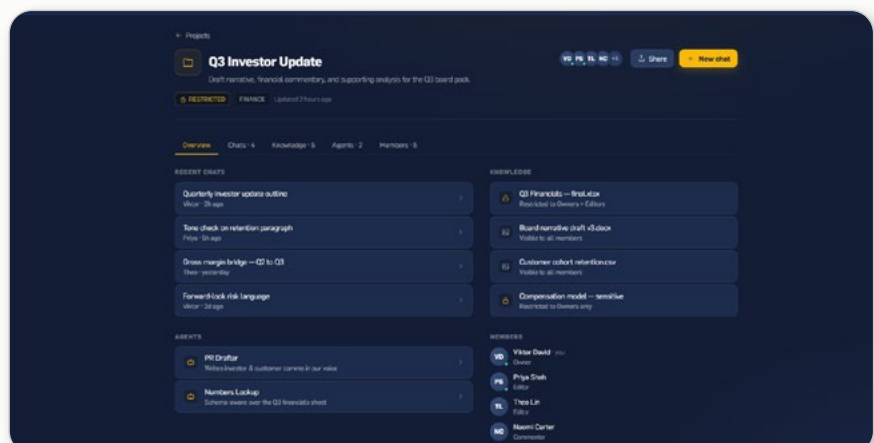


OBJECTIVE

Design a responsive, intuitive UX/UI for AURA, Minova's in-house AI platform, ensuring the interface felt approachable and consistent across devices while laying a flexible foundation for future feature rollouts.

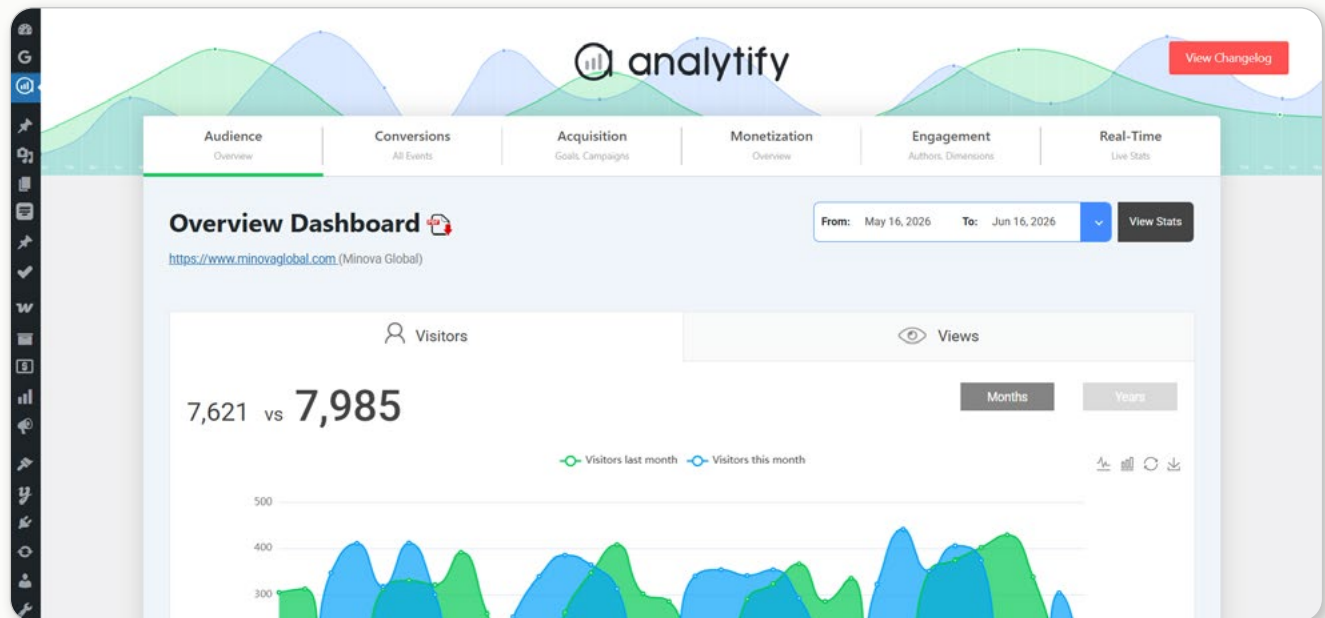
SOLUTION

Using Figma, Illustrator, and Claude to accelerate design exploration, the interface was planned as a fully responsive system, built with scalability in mind, allowing new features to be added without disrupting the core user experience. The result was a clean, consistent design language that supported usability across desktop and mobile while giving the internal team a solid framework to build on as AURA's capabilities expand.



Case Study - SEO Reporting & Analytics

Website analytics, heatmaps and scroll-depth analysis



OBJECTIVE

Gain deeper visibility into how visitors were actually engaging with Platipus and Minova's websites, beyond surface-level traffic numbers, to identify friction points, drop-off areas, and content that wasn't performing, in order to inform data-driven improvements to site structure and user experience.

SOLUTION

Implemented a combined analytics stack using Google Analytics, Microsoft Clarity, and on-site reporting tools to track user behaviour, heatmaps, and scroll-depth across key pages, revealing exactly where visitors engaged, or dropped off. Findings were consolidated into clear, accessible Google Data Studio reports for stakeholders, translating raw behavioural data into actionable insights, with PowerBI reporting currently in development to further expand and centralise analytics visibility across both brands.



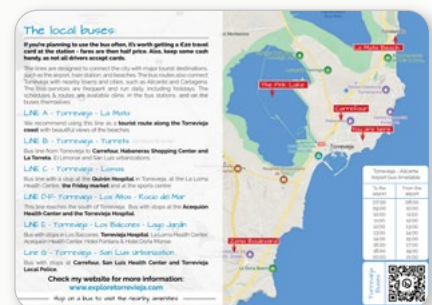
Case Study - Explore Torrevieja / Casas La Vida

Brochure Template System for AirBnB Hosts



16pp Property Brochure, Adobe InDesign

Customisable brochure template file for individual hosts with local attractions guide.



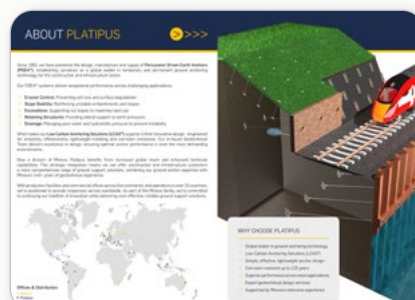
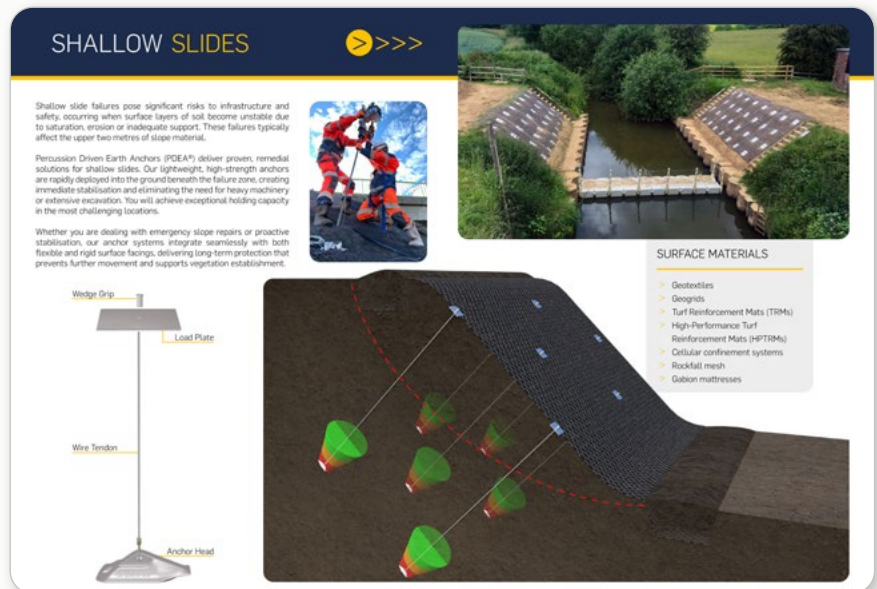
Case Study - Platipus Anchors Limited

Application Specific Brochure Artworks for a Mining Company



Adobe InDesign Brochure template with predefined text and image styles

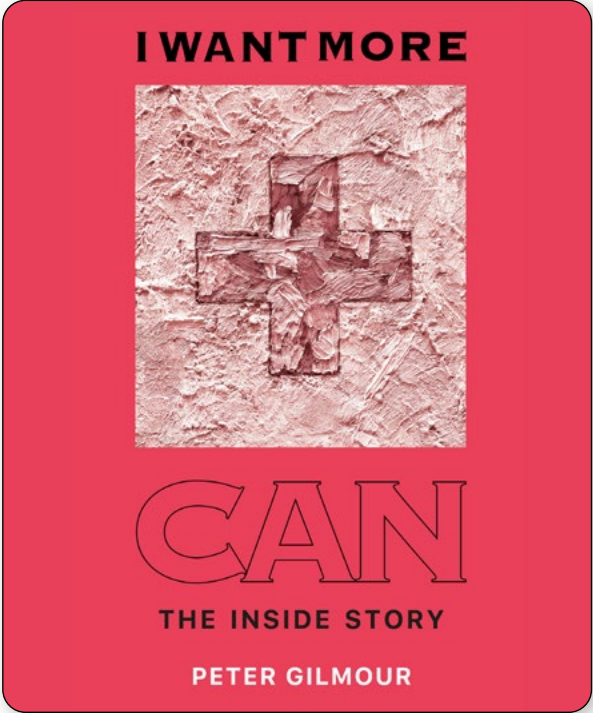
To streamline the production of application-specific marketing materials, a reusable brochure template was designed and built, allowing content to be swapped in for different products, sectors, or use cases without starting from scratch each time. The template maintained consistent branding and layout integrity throughout, giving the team a fast, repeatable way to produce polished, on-brand brochures at scale.



Case Study - Books by Peter Gilmour

Typesetting and Cover Artwork

Print and Digital Formats



Published in Great Britain by Placebo Publishing The Chapel, St Gabriel's Manor, London SE5 9RH Copyright © 2025 Peter Gilmour The right of Peter Gilmour to be identified as the author of this book has been asserted by him in accordance with the Copyright, Designs and Patents Act 1988 The author and publisher shall have no liability or responsibility to any person or entity regarding any loss, damage or injury incurred, or alleged to have occurred, directly or indirectly, by the information contained in this book. A catalogue record of this title is available from The British Library ISBN: 978-1-85688-153-7 Cover design by Daniel Brusatin Artwork and typesetting by Viktor David All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, transmitted or circulated in any form or by any means electronic, mechanical, Photocopying, recording or otherwise, without the prior permission in writing of the publishers.	Peter Gilmour It all depends on the angle you see it from I want more. What does it mean? More what? Money, sex, drugs, love, rock n' roll, beer, football, fried meat, fast cars, chips, serenity, ice-cream, peace, baked beans? This is the crux of the matter. We all want something different. We want it because we haven't got it. If we had it, we wouldn't want it. So maybe the title should really be I don't want more. Because if we don't want it, we've got it. Way back in the seventies, the great Frank Zappa reminded us of a true zen saying - 'Nothing is what I want'. So that's it then. I want more nothing. Glad we got that sorted out.
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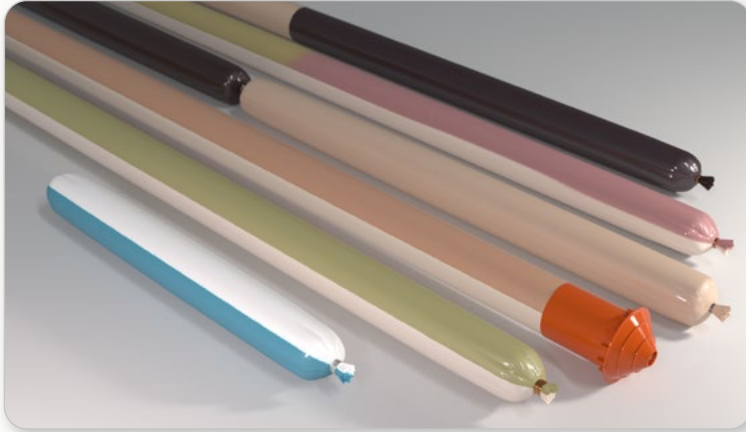
I Want More I - Kings of Krautrock How time flies! Almost half a century ago I wrote the lyrics for a track by the iconic, German rock band, Can and, much to everyone's great surprise, it was quite a hit around the world. Some have even said it was the best single ever made. The fact they're able to remember it is something of a miracle in my opinion. So why such a surprise? Well, I said band, but Can wasn't just any old band as you will soon find out if you didn't know already. Can was different. A unique phenomenon. This highly unusual collective of quirky yet brilliant musicians made extraordinary albums and when they played in concert, they improvised everything. People often find that hard to believe but I can assure you it's true and I should know. I was their live sound mixer for a number of years and can tell you without a shadow of doubt that I never had the slightest idea what they were going to play when they took to the stage. This 'instant composing' as we called it, regularly conjured up moments of sheer magic and helped cement the band's undoubted legendary status. Iconic, unique, legendary? If you don't know the band you might think I'm exaggerating but for Can fans nothing compares with this amazing musical entity and no words suitably describe the extraordinary experience of either a Can gig or their recorded work. Driving, intense drum rhythms, thumping bass reverberating into your very soul, exquisite counterpoints of guitar and keyboard. Everything rising to a magnificent crescendo. All for one and one for all. Taking off for Utopia. Hypnotic and compelling. Brilliant and uplifting! For the sake of accuracy though, I should also mention that there were a few occasions when the performance was 1	I Want More love. There was something magical about these incredibly special occasions when everyone in attendance felt privileged to be there. There was simply nowhere better in the world to be at that moment in time. Nowhere else you wanted to be. That's the memory that stands out in sharp relief and sparkles and shines selectively in the mind. Art for art's sake. Pure expression of the human spirit. It is also true that, in just about any place you care to mention, Can's popularity in the unique niche they created for themselves was intense and unswerving and, as I am continually reminded, that heady fervour still persists to this very day. Their spirit lives on! 5
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"The only self help book you'll ever need!" Loqui quoniam debet ut amet, conestatur adipiscing elit. Aliquam facilis massa in odio volutpat aliquet. Donec sed magna massa. Duis sed ante ligula. Sed volutpat ante sed ut nuncupae acconsect. Sed cruce nunc abducat, volutpat ante aliquet, efficitur massa. Duis nec velit massa. Quisque massa fermentum nec, nec conset sagittis sagittis a. Sed ex cursus velit, eget nuncupat dui. Quisque massa sagittis nec, pro aliquet massa volutpat ac. Nulla sed ante ante dui accumsan conset. Ut massa, lobis sed sagittis malesuada, dui massa elementum ex, a conestatur massa in dui massa. Pellentesque massa. loqui nuncupat pellentesque pretium, libero nuncupat sagittis ipsum, interdum gravida massa dui ex massa. Morbi in efficitur nec. Sed in fringilla massa. Aliquam erat volutpat. Morbi in efficitur nec. Sed in fringilla massa. Aliquam erat volutpat. Praesent at blandit sem, ex facilis ligula. Loqui ipsum debet ut amet, conestatur adipiscing elit. Nam volutpat massa sem, ex aliquet massa massa sed. Nullam conestatur debet at velit placerat volutpat. Quisque at lobis at ante, aliquet ullamcorper. Nam volutpat massa magna placerat fermentum. Morbi in ut placerat interdum massa sed, blandit sed. Aliquam erat lobis ut amet velit posuere placerat vitae sed dui. Praesent volutpat justo ex cursus massa. REP 0393 1	Simple, rapid, effective techniques for confidence, energy, success and happiness. Don't Think About Pink Elephants Peter Gilmour
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3D / Product Visualisation

Renders & Models



MINOVA LOKSET RESIN CAPSULE

2026

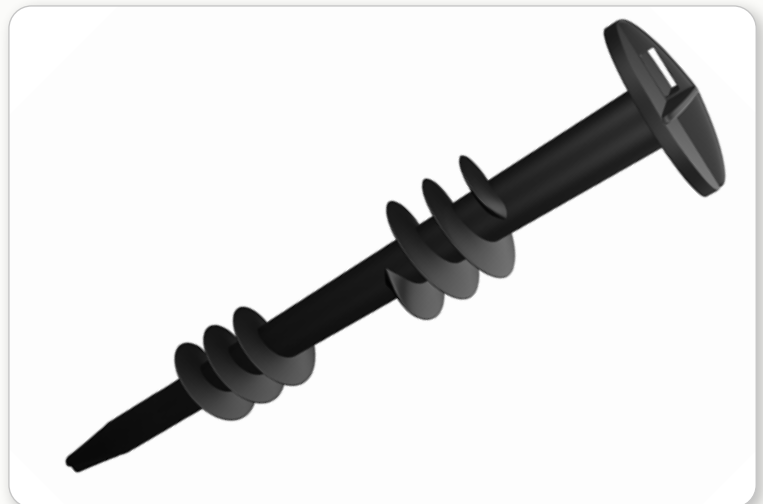


RESIN CAPSULE ACCESSORIES

2025

BROADLINK WIFI REMOTE
CONTROL

2026



PLATIPUS PLATI-GRIP

2024



3D PRINTED BUSINESS CARD HOLDER

2024



MINOVA IBC

2025

3D / Product Visualisation

Renders & Models



UNDERGROUND JAZZ BAR SCENE WITH SMOKE, COCKTAILS AND DANCE AREA

2025



3D PLAN FOR INTERIOR DESIGN FOR A 2 BEDROOM FLAT

2026

3D / Product Visualisation

Renders & Models



EXHIBITION STAND 3D MOCK-UP

2025



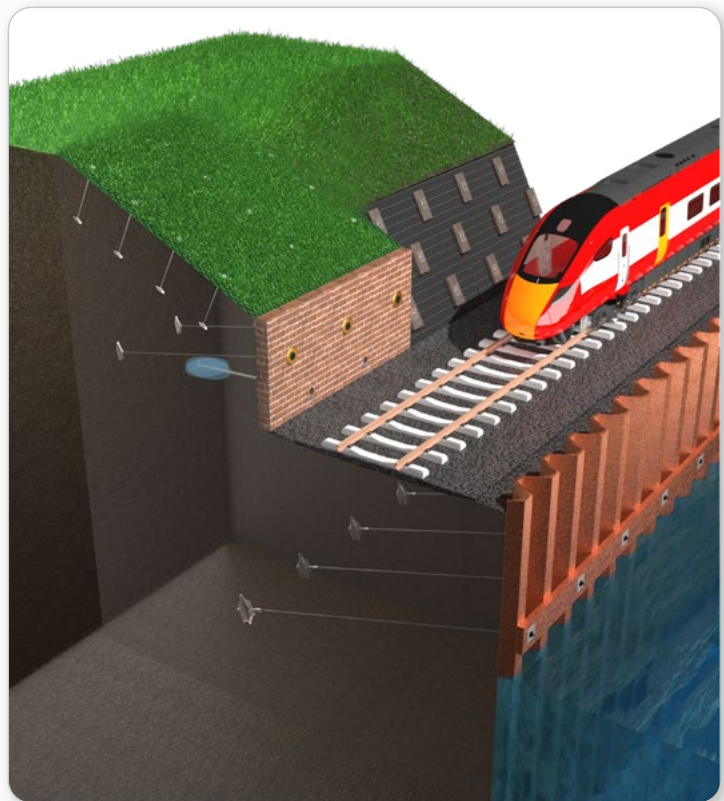
PLATIPUS ANCHORS

2025



SHOWCASE OF PRODUCT APPLICATIONS FOR EXHIBITION STAND & BROCHURE COVER

2026



Logo & Branding

Marks & Identities



Since 2002
HAMPSTEAD CHIROPODY
— *Put your feet in good hands* —



Let's build
something
worth shipping.

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