

VIKTOR DAVID

Senior WordPress Developer & UX/UI Designer

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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, 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.

Work Experience

Senior Web Developer & 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
- Redesigned the SharePoint information architecture, unified folder structures & improved document access
- Planned and developed UI/UX and templates for internal AI platform, supporting product consistency & usability
- Built a secure MFA-enabled portal, improving controlled access to technical resources for global users
- Developed custom digital systems, including document structures and tools to streamline internal workflows
- Delivered SEO strategy and executed Google & LinkedIn ad campaigns to support global and regional growth
- Produced performance reports & analytics insights across organic & 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

Skills & Tools

Adobe Photoshop

Adobe Indesign

Adobe Illustrator

Adobe Premiere Pro

Adobe After Effects

Figma

Blender 3D

Photography

Drone Operation

WordPress

Shopify

HTML5 & CSS3

Windows & macOS

PC Building

Self-Hosted AI tools

Docker

N8N Workflows

SEO tools & software

Google AdWords

Google Analytics

Google Looker Studio

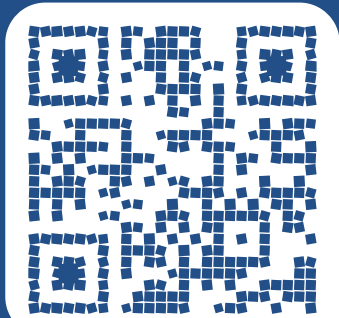
Content Scheduling

Salesforce & ACT! CRM

Jira & Asana

Microsoft Office

Agile marketing



Marketing Manager

SF Studios London

06/2018 - 01/2021 | London, UK

- Created over 200+ online & offline marketing materials
- Prepared over 30+ presentations and reports using Prezi & Microsoft PowerPoint
- Designed the monthly health magazine, organised printing
- Maintained the company website using SquareSpace
- Managed daily the company's 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 and brand artworks for local businesses

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 Works

- 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.exploretrorreveja.com
www.peggyprendeville.com
www.peggyprendevillebooks.com
www.vidasoftservices.com
www.hampsteadchiropody.com
www.marylebonepodiatry.com

Certifications & Training

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

Full UK Driving Licence

For further examples of my work, please visit my Portfolio Website or contact me directly.