

HAYDEN MILLER

UX/UI Website Designer

[Portfolio](#)

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Passionate and dedicated UX/UI Designer with a solid foundation in web design and digital marketing. Currently enrolled in a Web Developer Bootcamp and pursuing a Google UX Design Professional Certificate. Proficient in using design tools such as Adobe XD and Figma. Excellent written and verbal communication skills in English, working independently and collaboratively in fast-paced environments.

WORK EXPERIENCE

UI/UX Web Designer

Sept 2022 - present

Cave Art Media - Web Design and Marketing Agency

- I helped Pro Paintball UK's website and SEO to appear on the second page of search results. With my 6-month marketing plan, we achieved our goal of 80 bookings in one day.
- Re-designed and developed South East Drainage Solutions' website, achieving first-page Google rankings for 6 of 9 web pages, increasing organic traffic.
- Updated Christine Constantine Photography's Squarespace website using CSS, ensuring an appealing user experience.
- Implemented comprehensive SEO strategies for East End Kids using Rank Math, WordPress, and UberSuggest, improving search engine rankings and online visibility.

Web Designer and Digital Marketer

Jul 2021 - Sept 2022

Yell Agency - UK Business Directory

- Custom designed and built over 100 user-centric, responsive websites for UK SMEs across various industries.
- Wrote SEO-optimised copy for websites, online profiles, PPC, and social media ads.
- Optimised all websites for usability, SEO, speed, accessibility, and user experience.
- Oversee multiple projects simultaneously across various digital marketing channels, including websites, SEO, PPC, and social advertising.

Content Strategist

Oct 2020 - Apr 2021

Kidnation - An Edutainment Platform For Kids

- Oversaw the production of an Instagram live event with Ludacris, engaging a wider audience.
- Produced a 6-month marketing strategy for five social media channels and email marketing.
- Closely worked with senior management, social media teams, and operations to ensure effective communication and coordination.
- Created engaging still and video content using Canva and Adobe Express.

Digital Marketing Executive

May 2020 - Aug 2020

Indiy - Musician Marketplace

- Revamped social media strategy, introducing a 6-month schedule for client acquisition.
- Designed visually stunning social media assets for Instagram, Facebook, and LinkedIn with SEO optimisation in mind.
- Managed WordPress CMS for website copy, imagery, blogging, and video management.

Global Creative Sales

Aug 2019 - Mar 2020

Socially Powerful - Social Media Agency

- Doubled positive brand sentiment and achieved a 100%+ increase in campaign targets for a Defense Brand project, resulting in hundreds of product sales.
- Created and pitched in-depth marketing strategies to brands like the Defense Brand, SEGA, Formula-E, and Major League Baseball.
- Implemented a new CRM system, streamlining the sales lead process and facilitating better collaboration between campaigns and sales teams.

Creative Sales, EMEA

Jul 2018 - Jun 2019

Relatable - Influencer Marketing Agency

- Conceptualised and proposed in-depth influencer marketing campaigns to start-ups and large international brands such as The Woolmark Group, HEAD (Tennis) and AB-InBev.
- Generated over £100k in revenue

EDUCATION

[The Web Developer Bootcamp 2022](#)

May 2023 - Present

Udemy - HTML, CSS, Javascript, Node, React, MongoDB

[Google UX Design Professional Certificate](#)

Apr 2023 - Present

Coursera - Online

Velo Developer (JavaScript)

Apr 2023 - present

Codecademy & Wix - Online

QCF Level 6 Professional Diploma in Digital Marketing

May 2020 - Jul 2021

IDM - Institute of Data & Marketing

TOOLS & SOFTWARE

- Figma, Wix, Webflow, WordPress, Framer, Canva, Adobe Suite, Mailchimp, G-Suite