



Thosedigitalthoughts

# Chris Warr

## Overview

Chris is a Sydney based freelance UI designer/Front End Developer/Graphic Designer. In his 17 years within the industry he's worked in the corporate, agency sectors & also directly with SMB's in both a web design & web development capacity with skills in the following areas:

- UI Design
- HTML5/CSS3/Jquery implementation
- GIT/Sass/Gulp/BEM
- Twitter Boot Strap / Zurb Foundation
- Wordpress Theme Development
- Graphic Design/Brochure Design/Stationery
- Ecommerce (Woocommerce/Big Commerce)
- HTML Email Development
- Online marketing (banners,landing pages)
- Logo Design/Branding

His preferred IDE is VS Code and is always keeping up to date with the latest online technologies & trends and uses them in a practical capacity at every opportunity.

He has good communications skills and likes to work as part of a team and is available now.

## Education

**Advanced Diploma in Graphic Design**  
Design Centre – Enmore (1999 – 2002)

**Certificate IV Web Technologies**  
The Northern Sydney Institute (2013).

## Hobbies/Interests

Gym, cooking, billiards & travel.

## References

Available on request.

## Brands worked on



HITACHI



AUSTRALIAN INSTITUTE  
of COMPANY DIRECTORS



Sony DADC





## Employment History

### **Metcash Pty Ltd (September 2020 - present)**

Involved with maintenance of iga.com.au, design work for marketing campaigns (Adobe XD) as well as developing landing pages and websites with the use of Wordpress. Developed <https://www.metcashexports.com.au/> and managing email campaigns with Campaign Monitor.

### **Busy at Work (April 2018 -August 2020)**

Rethemed company website [www.busyatwork.com.au](http://www.busyatwork.com.au) as well as [www.apprenticeshipcentral.com.au](http://www.apprenticeshipcentral.com.au), [skill360.com.au](http://skill360.com.au), [pacer.org.au](http://pacer.org.au). Other duties include the redesign of company brochures & marketing campaigns (Unbounce & MailChimp)

### **Australian Industry Group (May 2017 - March 2018)**

Designed and developed 3 recruitment sites for 3 separate employment sectors (Corporate, Graduate & Apprenticeships). Also redesigned the Membership Brochure, marketing flyers, online campaigns and modified brand guidelines.

### **Wedding & Events Training Pty Ltd (July 2008 - Present)**

Developed & maintain 7 Wedding and Event blogs and ecommerce/enrolment based websites.

### **Hive Design (July 2008 - Present)**

Wordpress CMS development, user interface design and online campaigns.

### **Jan Logan (June 2013 - September 2016)**

Redesign of Magento based website as well as development of Corporate brochure, HTML email campaigns and general marketing material.

### **Dan Murphy's (November 2016 - Feb 2017)**

Involved with online marketing: design and development of HTML emails, online banners in a fast pace environment

### **Leonards Advertising (July 2015 - June 2016)**

Wordpress theme + UI design of [cityofparramatta.com.au](http://cityofparramatta.com.au). Assisted agency in gaining Parramatta City Council contract.

### **Intelligent Retail (December 2014- August 2015)**

UI design and HTML/CSS3 customisation of Intelligent Retail CMS.

### **Tonic Connective (November 2009 - February 2015)**

Implementation of Wordpress CMS systems and Expression Engine based websites for a variety of corporate clients. Other tasks include the development of HTML emails, flash banners and user interface design.

### **Australian Institute of Company Directors (June 2013 - December 2013)**

Responsive project (IE8+ Support) involving the development of a number of templates required for a membership sign up/ecommerce area with Twitter Bootstrap/CSS3/HTML5/Jquery.

### **Netstarter (July 2011 – May 2013)**

Returned to work for Netstarter in a freelance capacity. Online campaigns for clients such as The Athletes Foot Interface + design of large Magento ecommerce websites and design modifications to existing Magento driven websites. Responsible for designing Netstarter's promotional brochure.

### **Austrroads - [www.cyclingresourcecentre.com.au](http://www.cyclingresourcecentre.com.au)**

(March 2012 - December 2013)

Maintenance of [www.cyclingresourcecentre.com.au](http://www.cyclingresourcecentre.com.au) (a government funded website aimed at increasing bicycle participation amongst the general public). The site is developed in Expression Engine.

### **Trike Apps (August 2008 - September 2012)**

User Interface Design: E-commerce systems, a large scale wiki (radiopaedia.org) and various general content managed websites and also HTML email campaigns.

### **SeoWorks (June 2009 - November 2012)**

Involved with designing interfaces for content heavy websites that were optimised for search engines.

### **Shine Media (May 2010 - September 2012)**

Tasks involved the creation of flash banners and landing pages for NRMA. Flash banners were optimised for a variety of dimensions with file size constraints considered and back up images created.

### **Digital Mechanics (April 2008 - 2009)**

Interface design for a variety of websites built with the DM CMS. Designed the website for NSW National Party leader Andrew Stoner and micro sites for P&O .

### **Walter Wakefield (May - June 2008)**

Designed the Worley Parsons global website over a period of 2 months. Project management, art direction, email campaigns and animation.

### **Mcann Group (April - May 2008)**

Involved with online advertising and interface design for various Microsoft campaigns + Jack Daniels micro site (The JD Set).

### **Profero (March – April 2008)**

Duties included the development of Macquarie Bank style guide (for [macquarie.com](http://macquarie.com)) and the final design stages of [macquarie.com](http://macquarie.com) website design. Also created designs for new Grays Online website internal pages and developed a flash banner for the tv series 'Heroes'.

### **Netstarter (June 2006 – 2008)**

User interface design and concept development for a variety of websites built on Netstarter's Manage My Site CMS. Also involved with online campaigns for clients such as Sage and Hitachi and various flash animation tasks.

### **Proactive Graphics (April 2004 – May 2006)**

Tasks mainly involved type-setting of annual reports, brochures and assorted print collateral for Macquarie Bank, Investec, Serf, Mellon Global Investments + design work for Cricket New South Wales. Miscellaneous web design tasks also assigned.

