**Jon Thompson**

Curriculum Vitae

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### SKILLS OVERVIEW

**Technical Skills:**

* HTML/CSS, Adobe Creative Suite, Figma, JavaScript (Currently Learning)
* CMS Systems (Experience with custom and commercial website builders)

**Creative Skills:**

* Web Design, UI/UX Design, Print Design, Branding, Copywriting, Video/Animation

**Management Skills:**

* Creative Team Leadership, Project Management, Cross-Team Collaboration

### EXPERIENCE

#### Head of Marketing Creative and UX – *Play’n GO 2022 - Present*

* **Creative Team Management:** Led three specialised teams (Design, Video, and Web Development) overseeing the production of digital and print assets, video content, and website backend management.
* **Client Zone UX/UI Redesign:** Rebuilt the Client Zone from the ground up, enhancing usability and client access to assets and documentation. This project received exceptional client feedback, significantly improving client satisfaction.
* **Sub-domain Development:** Designed and managed two new platforms (a music streaming site and a webshop), with full ownership of both their creative and functional outputs.
* **Website Rebuild:** Spearheading a mobile-first rebuild of the main Play’n GO website based on user engagement data, optimising mobile experience for 78% of users.
* **Cross-Team Collaboration:** Partner with cross-functional teams and directly engage with clients to deliver custom solutions, ensuring high client satisfaction and tailored brand experiences.

#### Online Creative/UI/Front End Development Manager – *Next 2018 - 2022*

* **Team Management:** Directed a creative team from concept to completion, optimising workflows and elevating project output quality.
* **Digital Brand Stewardship:** Maintained Next’s brand standards on UK and international sites, creating innovative UI concepts to improve user experience and drive engagement.
* **Front-End Development & CMS Innovation:** Customised layouts and developed unique HTML/CSS pages to exceed CMS constraints, enhancing the site's visual appeal and functionality.
* **Sub-Brand Design:** Developed and implemented UI concepts for sub-brands (e.g., Victoria’s Secret), aligning each with unique brand identities and customer needs.
* **Process Improvement:** Initiated a new UI/UX framework and email build process, reducing content production time without compromising quality.

#### GM Creative Manager – *Ocado/Fabled/Fetch/Sizzle 2014 - 2018*

* **Creative Team Leadership:** Supervised a 10-member creative team, overseeing project management, brand quality control, and creative direction.
* **Brand Launches & Development:** Played a key role in launching and branding sub-companies (e.g., Fabled and Fetch), incorporating innovative design and marketing approaches.
* **Art Direction:** Led photoshoots and creative sessions for product lines, producing impactful digital, print, and packaging materials.
* **Operational Enhancements:** Streamlined workflows and briefing processes, enhancing cross-team efficiency and minimising revision cycles.

#### Creative Lead – *Bourne Leisure 2009 - 2014*

* **Brand Revitalization:** Contributed to the brand identity transformation for Butlin’s, increasing customer reach and diversifying audience demographics.
* **Targeted Rebranding:** Spearheaded the rebranding of Butlin’s musical break offerings, attracting high-profile acts and establishing Butlin’s as a leading destination for adult breaks.

#### Earlier Roles

*2005 – 2009:* Web Designer – *MKH Advertising  
2003 – 2005:* Artworker – *Barracuda Films  
2002 – 2003:* Freelance Designer  
*2000 – 2001:* Junior Artworker – *Artichoke Design*

### EDUCATION

**Newham College**HND, Communication Design • 1998 – 2000

**Bedford College**BTech, Graphic Design • 1996 – 1998

**Harlington Upper School**8 GCSEs, Grades A-C • 1993 – 1996

### ABOUT ME

With 24 years in the creative industry, I try to bring a unique blend of hands-on design expertise and team leadership. Currently, I oversee the creative teams at Play’n GO, balancing creative output with managerial duties to deliver innovative, user-centred designs. I believe in a lead-by-example philosophy, and I'm passionate about nurturing creative talent at all levels.

Outside of work, I enjoy spending quality time with my wife and children, collecting 80s/90s memorabilia, novel writing, watching movies, and archery.