SHAUN WHITSON

Senior Content Designer

DETAILS

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PROFILE

I am a dedicated and results-oriented professional with a strong background in web technology and content design. With a Bachelor of Science Degree in Web Technology and several years of experience in the field, I have honed my skills in creating user-centric digital content.

A passion for detail oriented and creative writing, and the ability to adapt content messages for multiple audiences across multiple platforms. Accustomed to high levels of responsibilities including creating content for a company's websites, infographics, webinars, videos, and articles. Passionate about delivering entertaining and captivating content with an unobstructed path toward achievement.

EMPLOYMENT HISTORY

Senior Digital Content Designer, Public Health Scotland, Edinburgh

OCTOBER 2019 — PRESENT

- Lead and provide specialist advice on the development of content for digital services which provide an innovative and effective delivery channel for products and services that contribute to corporate outcomes and the Public Health Scotland Strategic Plan.
- Communicate, engage and collaborate across the whole system in order to build a culture for health, collaborating with local partners to improve the health of communities
- Designed and developed a content audit to identify content gaps and prioritise content opportunities
- Created content for the company's website and other digital platforms to engage customers and increase website traffic

Website Officer, East Lothian Council, Haddington

AUGUST 2016 — MAY 2018

- Developed a mobile-first approach to website design, ensuring optimal user experience on mobile devices
- Collaborated with developers to ensure that websites were compatible with the latest browsers and devices
- Created wireframes and user flows to clearly define website structure and navigation
- Developed a content management system (CMS) that allowed for easy updating and maintenance of website content

EDUCATION

(BSc) Bachelor of Science Degree in Web Technology , Napier University , Edinburgh

2011 — 2012

HND Multimedia of the Web , Jewel and Esk College, Midlothian

2009 − 2011

WWD Designs   Linked In

SKILLS

Leading digital content design for websites, intranets, apps, and digital media

Proficient in using CMS platforms

Utilising user testing insights to enhance user experiences

Analysing and measuring digital product performance

Developing user experiences based on insights into user behavior

Handling project timelines, milestones, and associated risks

Presenting to Executive and Board level meetings

Supporting the delivery of change management

Effective work planning for self and others

Coach and lead teams in Agile and Lean practices, determining the right approach for the team or the project

Planning and managing content for digital projects

Designing effective information structures for digital content

Implementing content strategies for SEO and audience relevance

Experience in user research techniques (storyboarding, card sorting, wireframing, etc.)

Managing multiple digital content projects concurrently

Effectively communicating in writing and in person, catering to different audiences

Experience with working on complex information systems and processes

Chairing and facilitating meetings

Managing and motivating staff to achieve results

COURSES

Hands on Training, User Vision's Usability Testing Course

Design Leadership, User Vision's UX Strategy

ADDITIONAL RESPONSIBILITIES

- coach and lead teams in Agile and Lean practices, determining the right approach for the team or the project
- think of new and innovative ways of working to achieve the right outcomes
- act as a recognised expert and advocate the approaches proposed, continuously reflecting on the work of the team and constructively challenging them to improve processes and delivery
- regularly assess and review capability within teams and ensure individuals have the skills needed to deliver
- explain and demonstrate the value of different prototyping techniques to teams, and encourage them to use these techniques in their work
- direct the team in the creation, testing and iteration of content patterns
- manage long-term strategic relationships with stakeholders, identifying where new connections need to be made and existing ones nurtured
- direct the strategic approach for stakeholder relationships, establishing stakeholder objectives and ensuring these are clearly represented

- act as a point of escalation if stakeholder relationships break down or become challenging for more junior members of the team
- influence important senior stakeholders and arbitrate when blockers are escalated
- facilitate discussions across high-risk and complex areas or projects under constrained timelines
- lead, design and implement strategies and policies in line with wider business and government objectives, without losing sight of user needs
- evaluate the implementation and roll out of strategies to ensure objectives are met
- take ownership of team and programme strategies and ensure they are iterated in line with business needs and objectives
- demonstrate extensive experience in meeting the needs of users across a variety of channels
- understand complex user journeys and can direct solutions to meet different needs within these journeys
- bring insight and expertise in how user needs have changed over time to ensure these are still relevant and being met
- direct the approach to content life cycle management to ensure content is regularly reviewed and evaluated by teams
- oversee teams' work to ensure the right content is being produced to meet the needs of users
- encourage teams to review and evaluate the effectiveness of processes and systems, and support them to iterate for improvements
- be accountable for the production of high-quality, user-focused content
- identify gaps in content design skills and capability, and can help teams to grow and develop

REFERENCES

References available upon request