

Oliver Liebscher

CREATIVE DESIGNER AND TEAM LEADER WITH AN ANALYTICAL TWIST

Passionate designer, team leader and front-end coder with over 10 years experience designing and creating websites. Experience of multiple platforms – web, mobile, tablet, CRM, social and more. Background in computer science and avid believer in the use of analytics and A/B testing to support design work.

HEAD OF DESIGN - BETFRED.COM *Feb 2012 - June 2014*

- Managing a team of eight designers
- Managing relationships with external agencies and signing off work
- Coordinating design efforts across entire Betfred group (six offices, three countries, five design teams)
- Managing the Betfred.com brand across website, mobile, affiliates, CRM and social media.
- Working across multiple Betfred owned brands (Totesport, Bucky Bingo, Betfred Australia)
- Managing usability research (Userzoom, Crazy Egg, Google A/B)

WEB DESIGNER - BETFRED.COM *Oct 2010 - Feb 2012*

- Creating promotional material for Betfred.com, affiliates, mobile and CRM (Photoshop, Illustrator, Flash)
- Front-end development (HTML, CSS, JQuery)
- Building and maintaining HTML email templates
- Wireframing and user experience planning

WEB DESIGNER - GETTHELABEL.COM *May 2009 - Oct 2010*

- Creating weekly promotional material for website, CRM and affiliate channels (Photoshop, Illustrator, Flash)
- Front-end development (HTML, CSS, JQuery)
- Managing social media and company blog

WEB DEVELOPER - GREEN-MEDIA.COM *Jun 2007 - Jan 2008*

- Full development cycle for SME websites (PHP, MySQL, HTML, CSS, Photoshop)
- Development of in-house custom CMS (PHP, MySQL)
- SEO development

GRADUATED FROM NEWCASTLE UNIVERSITY

1st Class BSc Degree in Computing (Information Systems)

WILLIAM BROOKES SIXTH FORM

A-Levels: ICT - A, Geography - A, Design - C

Skills

Photoshop	●●●●●●●●●●
Illustrator	●●●●●●●●●●
HTML5/CSS3	●●●●●●●●●●
PHP	●●●●●●●●●●
MySQL	●●●●●●●●●●
Axure	●●●●●●●●●●
Usability/UX	●●●●●●●●●●

Interests



MTB



Surfing



Climbing



Travel

Personal Projects

- bannerspiration.com
- swoopbox.com
- comparethelotto.com

Languages

- **English:** Native, fluent
- **Spanish:** Intermediate, conversational

References

- Available on request.