

Jon Howlett

DESIGNER & WEBFLOW DEVELOPER | SUFFOLK, UK (REMOTE)

☎ 07827 384 955

✉ jonhowlettwork@gmail.com

🌐 jon-howlett.webflow.io

PROFESSIONAL SUMMARY

Designer with **9 years of in-house design experience** across paid social, organic content, email, and landing page design, alongside **3 years building in Webflow**. Published creator of two commercially successful Webflow Marketplace templates – including one rated “Exceptional” by the Webflow team – with two more currently in development.

Comfortable owning a project end-to-end: from brand systems and campaign creative through to live, responsive Webflow builds. Currently seeking remote design opportunities, whether permanent or contract, with openness to occasional in-office days for London-based roles.

1| SKILLS

Design – Paid & organic social creative, email design, landing page design, brand/style guide development, campaign systems

Tools – Adobe Photoshop, Illustrator, InDesign, Figma, Webflow

Webflow/Development – Landing page builds, UI design, CMS architecture, responsive design, booking/membership systems, template development, GSAP animation (learning)

Positioning – One of few designers who can both design the asset and build the live, functioning page – end-to-end delivery without handoff gaps

2| SELECTED ACHIEVEMENTS

Brand Style Guide — Revision & Applied Rollout

Briefed to revise a conceptual brand guide into a leaner, practical reference — reducing length, correcting content, and restructuring pages to reflect real-world use.

Concurrently applied the brand system across all company design output — paid/organic social, email, and landing pages — putting the guidelines into practice across every customer-facing touchpoint.

Omnichannel Campaign – Meta, Google, YouTube

Led creative for a multi-channel “See-Think-Do” paid campaign, tailoring messaging to audience intent at each funnel stage and producing 420+ assets across platforms.

Creative consistently ranked among top performer across the campaign’s awareness and consideration phases, directly shaping ongoing budget and creative decisions.

3| EXPERIENCE

Designer — DigiBee Ltd (August 2017 – Present)

- Design creative concepts and assets for customer communications across email and social media campaigns for PolicyBee (UK) and InsuranceBee (US)
- Produce digital assets including infographics, presentations, and icon sets; manage the company’s image library
- Act as guardian of the brand book, maintaining visual identity consistency across all marketing materials – now leading its full revision
- Collaborate cross-functionally with marketing, web, and development teams, to deliver projects

Communications Executive – DigiBee Ltd (February 2016 – August 2017)

- Managed the company blog before transitioning into a design-focused role

4| WEBFLOW TEMPLATES

Verdant (20+ sales) – Rated “Exceptional” by the Webflow team

An CMS-powered template for architecture and design agencies

Prana (10+ sales)

Multi-page wellness template including booking, membership tiers, and CMS-driven instructor/class collections

5| EDUCATION

BA (Hons) Social Science, 2:1 – University of Brighton, 2006