

John McAleenon

Digital Designer (Brand & Web)

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PROFILE

I have over four years' experience in digital design and working directly with clients. I excel in producing market-focused designs to attract new business. I enjoy working hard and pay great attention to detail. I enjoy the challenges and rewards of working as part of a team and have strong communication skills with an exciting creative flair. I find problem-solving motivational and often take a unique approach. I am reliable and loyal and will work hard to complete my work on time and to the best of my ability.

EXPERIENCE

Flagship Media Group Ltd, Belfast — *Web Designer*

JAN 2025 - NOV 2025 (Redundancy)

- Designed and developed responsive WordPress websites for a range of businesses to deliver complete sites under a 9-hour turnaround.
- Worked directly with clients to formalise requirements and interpret business goals into excellent marketing designs.
- Produced wireframes and layouts with emphasis on typography, colour, accessibility, responsiveness and cross-browser compatibility.
- Built and extended sites using Beaver Builder alongside custom HTML, CSS, and JavaScript.
- Edited imagery and created brand assets, e.g. logos, brochures.
- Collaborated with sales and project teams to ensure smooth delivery and high client satisfaction.
- Tested, launched, and maintained live sites whilst achieving multiple deadlines.

Mac Studios, Lisburn — *Website Designer (Freelance)*

OCT 2023 - PRESENT

- Design and develop bespoke websites for small businesses - sales, initial brief through to launch.
- Create UX flows, wireframes, and visual designs using Figma and Adobe Creative Suite.
- Build and deploy sites across WordPress, Shopify, Wix, and Squarespace.
- Provide hosting, maintenance and performance-focused updates.
- Contact with clients - balancing design quality with practical business needs and personal preferences.

EDUCATION

BSc Computer Science

Queen's University Belfast
2018 – 2021

HNC / HND Computing & Systems Development

SERC (Pearson BTEC Level 4 & 5)
2016 – 2018

SKILLS

Design & UX:

UX principles, wireframing, prototyping, responsive design, accessibility

Tools:

Figma, Adobe Creative Suite, Affinity 3, DaVinci Resolve

Frontend

HTML, CSS, JavaScript

Design & UX

WordPress, WooCommerce, Shopify, Webflow, Elementor

CERTIFICATES

Google UX Design —

Coursera

User Experience

Training Course —

UXTraining

Mendix Rapid Developer

Certification — Mendix

IDOX, Hillsborough — *Developer / 2nd Tier Service Desk Analyst*

APR 2022 - JUN 2024

- Managed multiple repositories for numerous UK and Ireland councils, using HTML, CSS, JavaScript, PHP and PostgreSQL;
- Worked with customers to clarify and resolve issues, and implement improvements.
- Provided second-tier service support - managed queries, bugs, and tasks to achieve response targets and customer satisfaction.
- Created and managed JIRA tickets for developer support and consistently exceeded average resolution times.

GetSociable, Belfast — *Frontend Developer (Part-time)*

NOV 2022 - FEB 2023

- Designed and developed new screens for a mobile-first social platform.
- Refactored CSS to create more maintainable, reusable styles across the application.
- Collaborated with designers to improve UI and overall UX.

GetSociable, Belfast — *Full Stack Developer*

OCT 2021 - APR 2022

- Worked with the designers to implement a complete redesign of the mobile application, improving the UX and UI.

Civil Service, Belfast — *Student Placement*

SEP 2019 - SEP 2020

- 6 months of web development, 6 months of Mendix Studio.

INTERESTS

Surfing - Guitar - Gym - Design

REFERENCES

Idox - Line Manager

Richard Woodsides, Surrey,
Idox Software Ltd, Unit 5,
Forsyth Road, GU21 5SB.
079 7118 5793

richard.woodsides@idoxgroup.com

Flagship - Web Design Manager

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