



**LUIS OURIACH**

*Designer/developer/thinker/cook*

University of Leeds 2008-2011, Classification: 2:1

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## ATLAS AGENCY (SYDNEY)

*Designer Jan 2017 - Present*

Short term contract to cover design overflow. Work includes pitch decks, improving presentation templates (PSD / Sketch / Keynote) and internal file structure, UX, website designs and WordPress site updates.

## NEWSWEEK / IBTIMES

*Lead Designer / Frontend developer Sep 2014 - Jan 2017 30m+ unique monthly visits*

• Print design • Web design • HTML/5 CSS/3 • Marketing collateral • Email templates • Partnership development •

Leading design and brand within *IBT Media*, I worked with PR, marketing, sales, BD and editorial teams to define all internal and external designs. This included advertising (digital & print) collateral to *iAD* specifications; iterating website UX, juggling user and commercial requirements; acting as sole producer of newsworthy infographics / maps to support editorial teams on breaking news stories and owning / defining all brand assets.

*IBT Media* realised my skills as a developer, which sped up the time-to-live and allowed me to continue practicing development. I also micro-managed the backend developer and trained him in version control (GIT).

### **Notable Achievements**

*Newsweek* - I was responsible for all design collateral to secure three £50k partnerships with *TAG Heuer*, *Hublot* and *Patek Philippe* watches. This included sales presentations, digital banners, print adverts, social posts, solus and newsletter emails and app splash screens/iAd banners for the iPhone / iPad apps.

To boost both newsletter databases, I implemented an incentivised signup overlay to *IBTimes* and a soft paywall to *Newsweek*. Over 9 months, *IBTimes* users rose from 26k to 245k. *Newsweek* increased from 42k to 165k.

In December 2015, I rebuilt the entire *Newsweek* frontend, utilising HTML5 BEM and CSS3. This was alongside a drive to connect both brands with the Google AMP project, boosting SEO, editorial and commercial Google partnerships.

To increase newsworthy creative output on *IBTimes*, I hired and mentored a data journalist in September 2016.

## @LONDONISYOURS

*Founder / Manager Mar 2013 - Present*

I set up the London version of the Twitter #rotationcuration phenomenon. A different person takes over the account every Sunday evening, tweeting their version of London for 7 days. The account currently has 3800+ followers, and was featured on the @TwitterUK #DiscoverLondon blog, in a double Metro spread, is featured on Wikipedia and is also archived at the Museum of London.

## YOUTHNET / THESITE.ORG

*Junior Front End Developer / Web Designer August 2013 - September 2014*

• theSite.org • stepfinder.org • vbulletin.thesite.org • madlyinlove.org.uk

### **Internship to full time position**

Initially hired as a maternity cover on a 9 month contract, I was installed as the sole front end developer of *theSite.org*. The main task being to create the frontend for the Wordpress system as the content was being ported over from an old *Polopoly* CMS. In May 2014, I was offered a 12 month extension, as Web Designer.

### **Notable Achievements**

Working with the *Wordpress* CMS, I developed *madlyinlove.org.uk* from the ground up. This was the first responsive website developed at *YouthNet*, and was funded by *Comic Relief*. I used a custom deployment of the 1% grid system for this project. *Stepfinder.org* was a fully responsive splash website developed alone using the *Bootstrap* 3.0 template grid system. This website was the first to be built utilising the new branding of the company. I introduced the LESS CSS preprocessor as standard for all web projects to rapidly develop CSS between myself and the other frontend developer.

## SLURP / RIBICA INTERNATIONAL

*Information Technologist Jul 2011 - Aug 2013*

• Slurp.co.uk • Slurp.asia • Slurp.co.uk/slurp-deals • Slurp.co.uk/weddings • Slurp.co.uk/fine-wine-singles

### **Internship to full time position 3 month internship**

I researched, learnt and coded the front / backend of a custom *Facebook* application alone, according to *Facebook* specifications.

### **Managerial Responsibilities**

Introduction of *Google Analytics*/Adwords to the UK, French & German marketing divisions. Further training in *Wordpress* and its benefit to e-commerce, customer service and SEO. I micro-managed website bugs and ensured the Indian-based team delivered priorities, on time. Further, I was the technical point of contact for server & hosting companies and telephone maintenance resulting in the organisation and decision making for database management/upgrading processes. In February 2012, I sourced, hired and managed an intern for the development team.

### **Notable achievements**

Website overhaul: Sole designer and front end developer of all international editions (UK, Asia, FR, DE) of *Slurp*. Marketing: I designed / built HTML emails utilising the *Mailchimp* codebase. Partnerships: Planning, design & build of voucher campaign microsites, working with *GroupOn* and *Living Social*. Retail: Wrote specifications for, designed and built: *Slurp Deals*, *Recommend a Friend* and *Fine Wine* platforms. Awards: 'IWC Direct Merchant of the Year 2012'