



Scott Pearson Freelance Web Designer

CREATING DIGITAL EXPERIENCES.

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ABOUT SCOTT



I work closely with many clients and agencies alike to bring high quality and well thought-out digital solutions.

I believe that successful design is driven by unique, consistent and thoughtful experiences. I'm trained and experienced in creating design that is reflective of each business' goals and objectives.

Using data to drive informed and risk-free decisions, building a foundation based on data and information to continually expand relationships.

I craft unique, engaging and beautiful web design that has been lovingly created around business goals, brand and objectives to promote a consistent, natural and informative marketing tool that serves as the shop front for all types of businesses. Creating desire, curiosity and engagement.

Working predominantly on WordPress platforms, I also have the following skills:

Skills: HTML, CSS, Adobe Suite, SEO, PPC, Project & Time Management.

Scott Pearson
Freelance Web Designer

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Delicately Crafted Flower Arrangements.

A breath of fresh air.

www.charlottespeculo.co.uk

SCOTT PEARSON FREELANCE WEB DESIGNER

CHARLOTTE SPECULO FLORAL DESIGNER

Charlotte Speculo Floral Design, Award Winning Website For Essex.

THE BRIEF

Charlotte wanted to relocate her floral business to Essex and establish a presence in the local area for luxurious and on-trend flower arrangements for corporate events and weddings. She was also launching group workshops and wanted to promote them in the local area.

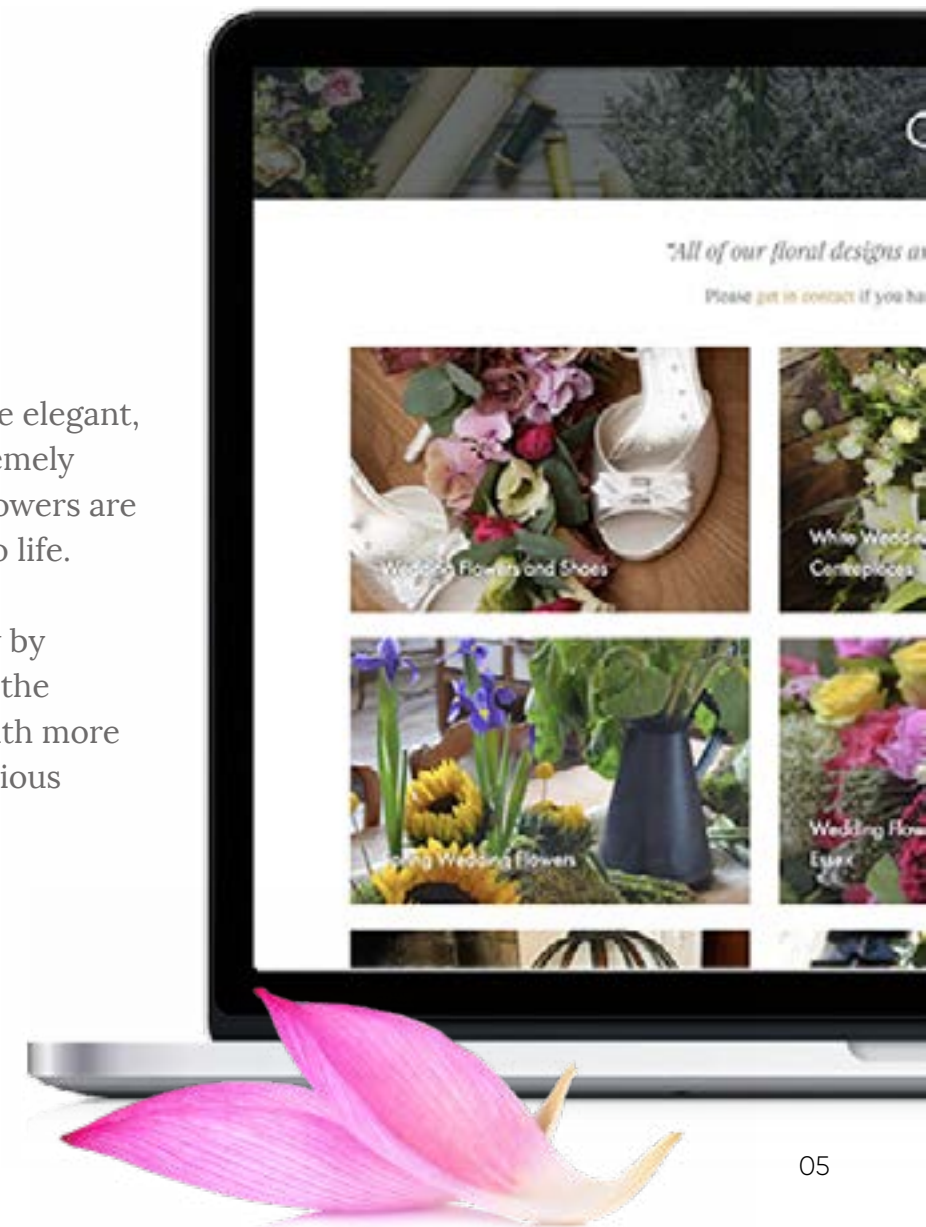
THE PROCESS

Speaking with Charlotte revealed that her most important service is wedding flowers. This drove the focus of my research and focus to highlight this service whilst also keeping other services relevant.

THE SOLUTION

The website was designed to be elegant, clean and easy to use. It's extremely visual and the colours of the flowers are elevated to really bring them to life.

The website continues to grow by using visitors' data to enhance the user experience and engage with more visitors turning them into precious returning customers.



Cutting edge design inspired by Lamborghini's shapes and curves.

THE BRIEF

Alex wanted a new website that better represented his business; AWC, showing the same love and care that he gives to each car he works with. Alex's previous website was receiving extremely low traffic and no leads.

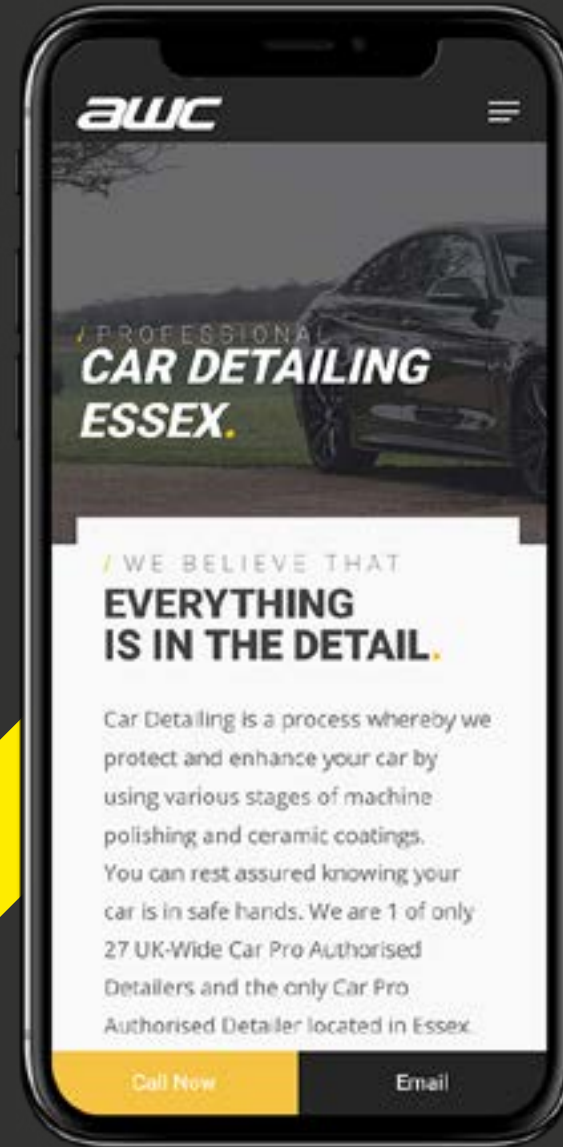
THE PROCESS

Understanding AWC as a business was vital to the success of the website. From a user perspective, the services users were looking for had to be easy to find as the old website was too confusing for visitors.

THE SOLUTION

As always, I wanted to deliver something that was truly special. Using inspiration from the cars that AWC work with, such as Lamborghini, Porsche & Ferrari.

Not only that, the website was simplified to ensure that all services were clear, concise and easy to book. Traffic and conversions have since increased.



Outstanding Attention To Detail.

*Reflecting the same level of detail AWC gives
to each car.*

www.awccardetailing.co.uk

Enhancing paintwork on
luxurious cars to restore
paint to former glory



Stitched Together with Love.

Bespoke Interior Design Service.

www.sarahnortoninteriors.co.uk

SCOTT PEARSON FREELANCE WEB DESIGNER

SARAH NORTON INTERIORS

Weaving traditional and digital together.

THE BRIEF

Sarah wanted to grow her business by offering a wide range of products on her website which have been featured in many magazines such as Ideal Homes & 25 Beautiful Homes. Alongside this, she also wanted a platform to offer her bespoke made to measure blind & curtain services.

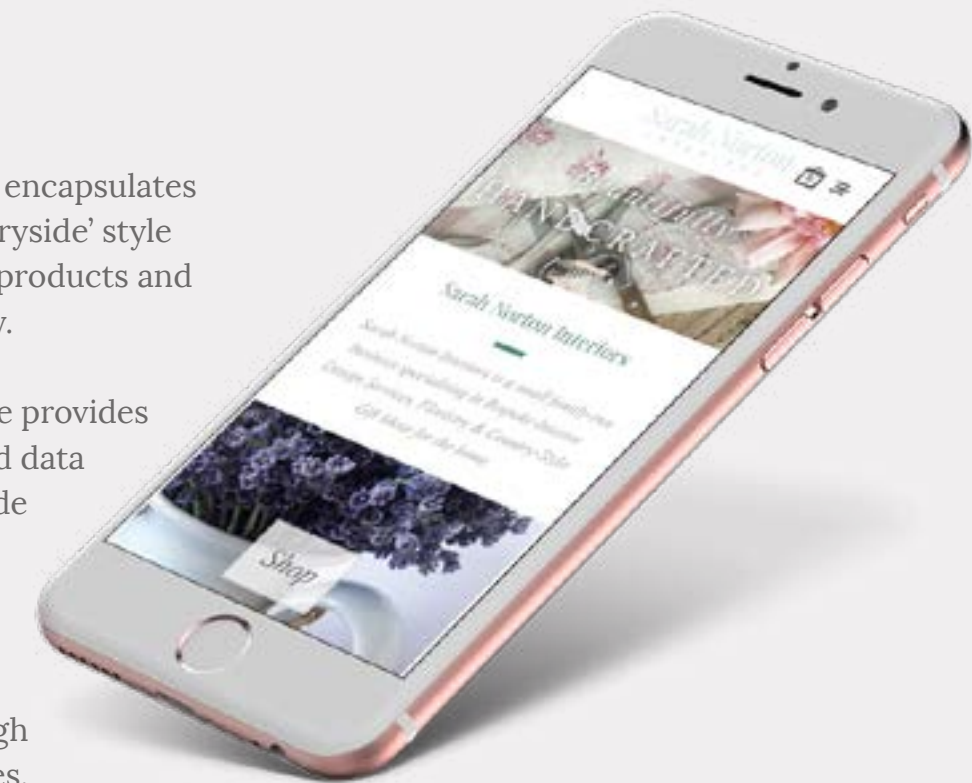
THE PROCESS

Understanding Sarah's style and vision to design a beautiful website which works seamlessly, displaying the work she produces and products she sells.

THE SOLUTION

The website perfectly encapsulates Sarah's 'English countryside' style and incorporates her products and services harmoniously.

The intelligent website provides useful information and data to continuously provide a beautifully simple shopping experience, also ensuring that visitors can find the products easily through popular search engines.



Intelligent Ecommerce Marketing

Growth-Driven design to continually
improve and enhance the website over time.

www.targwall.co.uk

Launching a new product to market, Targwall.

THE BRIEF

Targwall were launching a new product to market. They wanted to promote this product and reach domestic, commercial and retail consumers who would be interested in it's unique selling point.

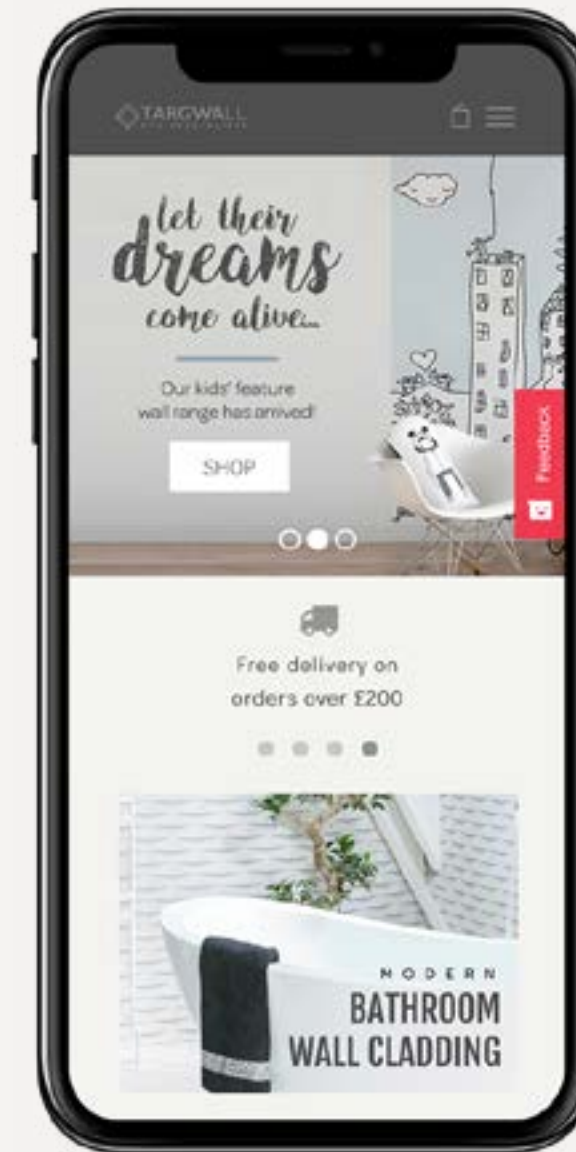
THE PROCESS

The challenge was to develop a website for their new product- wall panels, which had never been seen before in the UK. Careful consideration was given to how the product was promoted against other wall panel companies to gain the trust of their visitors.

THE Soluton

Targwall is an intelligent website which tracks user data to allow us to make informed decisions and improve the website month on month. Such decisions generate and grow the business forward by displaying and promoting the most popular products in Targwall's range.

Actively working with Targwall to ensure users are reaching the website through marketing strategies, I use this data to make informed, risk free changes to improve the overall experience for their customers.



Creative, innovative and adaptive.

THE BRIEF

Establish a strong web presence for Full Circle Compliance to stand up against some of Essex's leading asbestos consultancy companies.

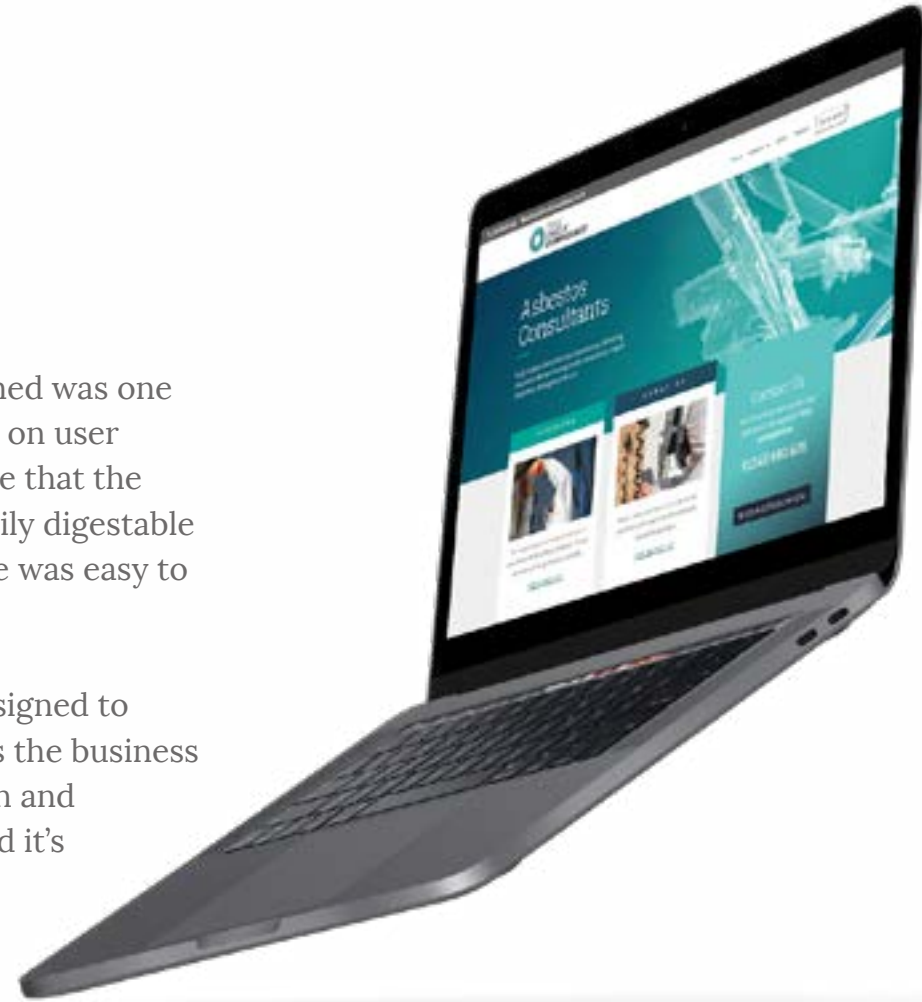
THE PROCESS

Translating services and content into something that is easily understandable, also ensuring that the user experience was refined to make it easy for visitors to find what they are looking for.

THE SOLUTION

The website I designed was one that focused heavily on user experience to ensure that the information was easily digestible and the right service was easy to find.

The website was designed to grow and develop as the business continues to flourish and expand its reach and its services further.



Reactive Web Design.

Websites that are developed to grow.

www.fullcirclecompliance.co.uk

WHAT PEOPLE SAY

Scott has just finished a complete redesign of my website and I am absolutely thrilled to bits with the result! His great design ideas and dedicated hard work have resulted in a site far better than I could ever have imagined! I would highly recommend him!

Sarah Norton ★★★★★

Superb. Absolutely love my website, crucial for my business. Recommend to anyone.

Matt Davies ★★★★★

Scott is a pleasure to work with! He is creative, professional and always delivers. Highly recommend him!

Fadela Hilali ★★★★★

Amazing job! I used Scott-Pearson Design after my new website didn't quite cut-it and needed some work....Scott listened to what I was aiming for on the new look for my business website and applied all these things and more perfectly - so happy with it, just wish I had found SPD sooner.

Kerrie Fergusson ★★★★★

SCOTT PEARSON FREELANCE WEB DESIGNER

WEB DESIGN & DIGITAL MARKETING

GET IN TOUCH

I can help you provide engaging, creative and intelligent web design and digital marketing. I look forward to discussing how we can effectively work together.



Scott Pearson

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