

NICK CLARKSON

Technical Director
Head of Development
Digital Leader
UX / UI

Bristol, UK · Remote / Hybrid

Profile

Technical and digital leader with over 25 years' experience across web development, digital strategy and agency delivery.

I began my career as a web developer in 1999 and have since progressed through development leadership into Technical Director, Head of Digital and Head of Development roles. This gives me a combination of hands-on technical experience and senior leadership, with a strong understanding of how creative, technical and commercial teams need to work together to deliver successful digital projects.

I have built and managed multidisciplinary teams, set technical and digital strategy, led complex web projects, pitched and won new business, managed budgets and worked directly with clients and senior stakeholders.

My technical background spans front-end and back-end development, CMS platforms, APIs and integrations, cloud infrastructure, security, CRM and marketing technology. More recently, I have focused on improving development processes, design-to-development workflows and the practical adoption of AI within development and the wider business.

Experience

2026

Head of Development

Beep Digital

Led the development function at Beep, with responsibility for building the team, technical direction, development processes and the successful delivery of digital projects.

My role included recruitment and team development, technical scoping and decision-making, and improving collaboration between creative and development teams. I worked closely with the creative team to improve the handover and delivery of digital projects, including establishing better processes around design systems and complex scroll-based narrative experiences.

I provided technical oversight across client work including **McLaren** and **Paradigm**, and worked across platforms and technologies including **WordPress, HubSpot, Figma, Token Studio and Style Dictionary**.

I also helped establish Beep's AI strategy, both within development and across the wider business, with a focus on practical adoption that improved quality, capability and efficiency.

2025 – 2026

Freelance Digital Strategist & Web Developer

Independent

Provided digital strategy, technical consultancy and web development for charities and small businesses.

Worked with **Empire Fighting Chance** on digital strategy, helping the organisation develop a more joined-up approach across its website, CRM, analytics, digital marketing and wider digital activity.

Alongside strategic consultancy, designed and delivered websites for small businesses using **Squarespace**, working directly with clients from requirements and content through to design, development and launch.

2018 – 2025

Digital / Technical Director

Halo

Led Halo's digital team and provided technical and strategic direction across the agency's digital work.

Managed a multidisciplinary team spanning web development, UX, social media and project management, with responsibility for recruitment, team development, digital targets and budgets.

Developed integrated digital strategies for clients and contributed to Halo's wider agency positioning at board level. Worked extensively with clients, pitching and securing new projects as well as helping expand existing accounts.

Alongside the leadership role, remained closely involved in delivery through project management, technical direction, scoping, estimation and occasional hands-on

development. Used AI and data analysis to improve project estimation, identify delivery trends and increase team productivity.

Worked across hospitality, entertainment, eCommerce, education, public sector and technology for clients including **Live Nation / Ticketmaster, Turtle Bay, Bart Spices, Download Festival, Wireless Festival, Ombudsman Services, NLWA and Magna Housing.**

In 2024, the team won **Best Recruitment Website at the Web Excellence Awards** for Aspiration Training.

2016 – 2018

Head of Digital NMI

Worked with the Head of Marketing to define and deliver the organisation's digital strategy.

Following the acquisition of NMI, led user research that informed the company's rebrand, positioning and ongoing development of its digital platforms. Managed a multidisciplinary team spanning UX, development, design and E-CRM / digital marketing.

Developed the company's marketing automation strategy, integrating **Pardot with Salesforce**, and managed recruitment, onboarding, third-party suppliers and the digital marketing budget.

Led the redevelopment of NMI.com, contributing to a **300% increase in conversions**, as well as development of the Express Boarding web application.

Led the developer advocacy programme, helping developers understand, adopt and promote the company's products and technical capabilities through clear communication, engagement and enablement.

Introduced more iterative, user-centred development practices while working within strict **PCI DSS and ISO 27001** security requirements.

2014 – 2016

Technical Director

AUK

Led the technical department at AUK, formerly Agency UK, managing a growing team of six developers.

Worked extensively with existing and prospective clients, combining technical leadership, scoping and solution design with responsibility for delivering high-quality web projects.

Clients included **Welsh Meat, BSM, Ladbrokes, Pentathlon GB and Quintiles.**

2012 – 2014

Head of Development

G+V

Responsible for the agency's technical direction and development team.

Built, managed and supported the development function, championing a solutions-led approach and closer collaboration between technical and creative disciplines.

Played a key role in national pitches and led technical delivery for clients including **Brothers Cider, Drinkaware, Continental Tyres, NOS, ISTRUCT, British Medical Journal and Zettics.**

2011 – 2012

Senior Interface Developer

Great State

Led the technical delivery of complex web interfaces and mobile applications while mentoring junior developers and contributing to agency process improvement.

Worked with clients including **Kia, Land Rover, Orange, The Royal Navy and The National Trust**.

Work on The National Trust's **50 Things** campaign was subsequently recognised with a Drum Award for Digital Industries for Best Not-for-Profit Website.

2010 – 2011

Development Manager

Digital Visitor

Developed **Visitor Review**, an integrated social media and customer review platform.

Led development of a RESTful API, configurable REST client and JavaScript widget suite that allowed third-party websites to integrate social and review functionality.

Clients included **Enjoy England, Jules Verne Voyages and London Clubs International**.

Visitor Review won the **2011 Travolution Award for Best Online Application**.

2007 – 2010

Freelance Web Developer / Designer

Independent

Designed and developed websites, intranets, eLearning applications and interactive experiences, independently winning and delivering projects from initial brief through to launch.

Clients and collaborators included **Oracle, Telstra, Oxford University, Scottish NHS, Thames Valley NHS, British Cardiology Society, Talis and Complete Control.**

Won the **2010 IVCA Award for Best Interactive** for an eLearning application designed and developed for Rethink in collaboration with Minervation and Seafood.

2004 – 2007

Product Specialist

Xpress Ordering

Developed and maintained kiosk ordering software, contributing to interface development, database functionality and a PHP administration platform.

Expanded the platform with additional functionality including customer surveys and webcam integration.

Clients included **Orange, Brake Brothers, NatWest, Lloyds and RBS.**

1999 – 2004

Web Developer / Designer

Freelance

Designed and developed websites for SMEs alongside projects for a range of established organisations and businesses.

Earlier in my career, worked as a compliance tester for **Microsoft**, contributing to testing original Xbox launch-era titles including Project Gotham Racing, Oddworld and Halo.

Leadership & Strategy

- Technical leadership and direction
- Development team leadership
- Recruitment and team building
- Digital strategy
- Agency strategy
- Business development and pitching
- Client and account management
- Technical scoping and estimation
- Project and delivery management
- Team workflow and process design
- Coaching and mentoring
- UX and user-centred development
- Budget responsibility
- Supplier management
- Stakeholder communication
- AI strategy and adoption

Technical

Development

JavaScript · Node.js · PHP · Laravel · Vue · Ruby · HTML · CSS / Sass

CMS & platforms

Drupal · WordPress · Craft CMS · Shopify · Squarespace · HubSpot · Ghost · Jekyll

Infrastructure & DevOps

AWS · Linux · Heroku · Docker / DDEV · Git · CI/CD · DNS · scalable infrastructure · deployment automation

Security & standards

OWASP · GDPR · PCI DSS · ISO 27001 · Cyber Essentials · accessibility · performance

Digital & integration

APIs · Salesforce · Pardot · CRM · analytics · localisation

Design & workflow

Sketch · Figma · Token Studio / Style Dictionary · UX · design systems ·
design-to-development workflows

AI

AI strategy · AI-assisted development · workflow automation · organisational AI adoption

Project Management

Agile · Waterfall · Discovery, definition and delivery · Backlog creation and prioritisation ·
Roadmaps and delivery planning · Technical scoping and estimation · Risk and dependency
management · Stakeholder communication · Creative, UX and development workflows · QA
and acceptance testing · Release planning · Client workshops

Tools

Jira · Trello · Monday.com · Basecamp · Confluence · GitHub · GitLab · Slack · Microsoft
Teams · Google Workspace · Figma · Miro · Harvest · Teamwork

Education

Computing Systems

Kingston University

1994 – 1997

Degree covering computer science, mathematics, digital electronics and analogue
electronics.

Selected Awards

2025 – Web Excellence Awards

Hotel & Hospitality – Tregulland & Co.

2024 – Web Excellence Awards

Best Recruitment Website – Aspiration Training

2015 – Drum Awards for Digital Industries

Best Not-for-Profit Website – The National Trust, 50 Things

2011 – Travolution Awards

Best Online Application – Visitor Review

2010 – IVCA Awards

Best Interactive – Rethink

Interests

Outside work I produce and DJ electronic music, with releases on independent labels. I also enjoy cycling and spending time with my blended family.