

Logan Newport

Creative Lead (UX, Delivery & Web Platforms)

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SUMMARY

I'm an adaptable, approachable digital designer and front-end specialist with a strong eye for detail and a practical, user-focused mindset. Over the past 15 years, I've worked across web-based software, websites, applications, and digital/print media – predominantly in the telecommunications industry with a focus on delivering experiences that are both visually strong and commercially useful. I'm experienced in collaborating across teams, coordinating work, and helping turn ideas into real outcomes. I enjoy challenges that push me to grow, and I bring curiosity, enthusiasm, and a willingness to keep learning to every opportunity.

EDUCATION

Diploma Business (Project Management)

Aspire2 Education

2024 - 2026 Christchurch, New Zealand

Bachelor of Design (Visual Communications)

Christchurch Polytechnic

2006 - 2009 Christchurch, New Zealand

EXPERIENCE

Front-End / UX Lead (Digital Platforms)

Voyager Internet.

2011 - Present Christchurch, New Zealand

Managing and improving 15+ websites and web applications across the Voyager portfolio, supporting multiple business areas and customer needs.

- Owned digital measurement and performance insight via Google Analytics, defining goals, analysing results, and producing monthly reporting for HODs
- Planned and delivered cross-channel campaigns (web, social, print) from concept to execution, supporting engagement and commercial objectives.
- Managed the design and delivery of transactional communications and newsletters to a 100k+ customer database, balancing brand, timing, and operational requirements.
- Introduced and embedded Agile delivery practices (Scrum/Kanban) within the marketing team to improve prioritisation, visibility, and throughput.
- Led persona and customer journey workshops with cross-functional stakeholders to identify pain points, align priorities, and inform digital experience improvements.
- Collaborated closely with sales, growth, and development teams to translate business needs into coordinated digital initiatives and deliverable outcomes.

Visual Design /UX

Leftclick

2009 - 2011 Christchurch, New Zealand

Participated in the design and front-end development of web-based software

- Translated visual designs into functional websites and applications for various local and international clients.
- Participated in client meetings and interviews; designed custom packaging and marketing content tailored for clients and their end-users.
- Conducted user lab sessions to gather insights from real users, enhancing project design, user experience, implementing changes, and identifying bug fixes.
- Assisted in the development and management of a custom content management system.

STRENGTHS

-  **Cross-functional Leadership**
Experienced in working across design, development, sales, marketing, and business stakeholders to align priorities and deliver digital outcomes.
-  **Digital Delivery & Coordination**
Strong track record managing multiple digital initiatives at once, maintaining momentum, and delivering work in fast-paced environment.
-  **Customer Experience Thinking**
Skilled in improving digital experiences through user-focused design, journey thinking, and practical problem solving.
-  **Creative & Front-End Capability**
Strong visual design and front-end foundations (HTML, CSS, JavaScript), with the ability to move from concept through to polished implementation.
-  **Web Platforms & Technical Literacy**
Hands-on understanding of websites, applications, CMS/platforms, hosting, domains, and technical constraints – enabling effective collaboration with developers and technical teams.

TECHNICAL SKILLS

JavaScript	React	Node.js	HTML
CSS/SASS	Tailwind	Git/Github	
Adobe Design Suite		Illustration	
Microsoft Suite		Dynamics 365	

OTHER CERTIFICATIONS

Advanced Google Analytics

Understanding of advanced Google Analytics concepts.

PASSIONS

-  **AI & Web 3.0 technology**
A desire to harness these advancements to create cutting-edge digital experiences
-  **Outdoors / Sports**
Play various sports such as golf, touch rugby, and enjoy long distance running. Also coach and help out with my children's sports.

EXPERIENCE

Designer / Flash Developer

Mode Partners

📅 2007 - 2009 📍 Christchurch, New Zealand

Implemented a unique, interactive Flash-based website with robust SEO capabilities, ensuring it was fully indexable by Google.

- Contributed to a small team marketing a major property development in Queenstown's Jacks Point, focusing on brand development, sales collateral, and web development.
- Developed websites using HTML/CSS and Flash ActionScript.
- Designed and scheduled weekly newsletters for various clients.

REFERENCES

Referees available on request.