

Logan Newport

Digital Platforms & Customer Experience Lead

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SUMMARY

Digital platforms and customer experience specialist with 15+ years' experience delivering websites, campaigns, and digital initiatives that support customer engagement and business growth. Experienced in working across marketing, product, development, and commercial teams to translate business goals into practical digital outcomes. Skilled in analytics, customer journey thinking, and digital platform delivery, with a strong track record of improving online experiences and coordinating cross-functional initiatives.

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

Creative Lead - Digital & Customer Experience

Voyager Internet.

2018 - Present Christchurch, New Zealand

- Lead digital strategy and continuous improvement across multiple websites, customer portals, and online platforms supporting Voyager's products & services.
- Manage digital analytics and performance reporting using Google Analytics, providing insights used by marketing and leadership teams.
- Plan and deliver cross-channel marketing campaigns spanning web, email, and social channels.
- Facilitate persona and customer journey workshops to identify experience improvements and digital opportunities.
- Coordinate initiatives across marketing, development, and sales teams to deliver digital outcomes aligned with business goals.

UX / Front-End Specialist

Voyager Internet.

2011 - 2018 Christchurch, New Zealand

- Designed and developed user interfaces for Voyager websites and internal platforms.
- Translated design concepts into responsive web experiences using HTML, CSS, and JavaScript.
- Worked closely with developers and stakeholders to deliver customer-facing digital platforms.

DIGITAL & MARKETING SKILLS

- Digital platform strategy & website optimisation
- Customer journey mapping & user experience improvement
- Campaign planning & cross-channel digital marketing
- Google Analytics & performance measurement
- Stakeholder coordination across marketing, sales, and development teams

PRODUCT & PLATFORM DELIVERY

- Digital platform improvement & roadmap contribution
- Translating business needs into digital initiatives
- Agile delivery practices (Scrum / Kanban)
- Cross-functional workshop facilitation (personas, journeys)

TOOLS & TECHNICAL CAPABILITY

- HTML, CSS, JavaScript
- React / Node.js
- Tailwind / Git / CMS platforms
- Adobe Creative Suite

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.

REFERENCES

References available on request.

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.

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.