Ian Cleary - RazorSpire

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To whom it may concern,

Joe has worked with us for the past two years on a large-scale digital transformation programme within the tourism industry. During this time, we successfully delivered over 500 websites, with Joe playing a key role as a Web Consultant in ensuring each site met a consistently high standard.

He brings deep expertise across all aspects of website delivery, including UI/UX, graphic design, accessibility, SEO, information architecture, content strategy, and conversion optimisation.

He has a strong understanding of user journeys, site performance, and technical considerations such as page speed, mobile responsiveness, and integration with booking engines and analytics platforms.

Joe is also highly proficient in ensuring websites align with best practices in usability, compliance, and overall digital strategy, delivering solutions that are both user-focused and commercially effective.

In addition, Joe has excellent project management skills, enabling him to manage complex deliverables effectively and efficiently.

Kind regards,

Ian Cleary

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RazorSpire
Formerly RazorSocial