

EDUCATION

University of Lincoln 2001 - 2004

First Class Honours in BA (Hons) Graphic Design

SKILLS AND KNOWLEDGE

Applications & Tools

Sketch, Figma, Framer, InVision, Zeplin, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Media Encoder, Adobe Animate, Sublime Text, Keynote, Google Slides, Microsoft Powerpoint.

Design

I'm responsible for the UI and visual output within Cohæsus, leading briefs to produce creative and usable solutions to clients needs and working closely with UX. The design process includes the creation of sharable Design Systems. In my current role, I rely on Sketch for this, and exporting to the likes of InVision for prototyping and sharing with the technical team. Zeplin is also a tool used for the process depending on the project for sharing designs with the technical team.

I've also used Framer for projects, and have explored the use of Figma for UI and prototyping. My experience with the Adobe suite is used for image creation.

Animation

Social media video posts and Digital Out Of Home / DOOH displays using Adobe After Effects and Adobe Media Encoder. Online advertising built with Adobe Animate for rich and standard media, and in the past Adobe Flash. Web animation with CSS and Javascript, including transitions and keyframe animation.

Development

Running personal projects in my own time allowed me to extend my skills with frontend development especially with HTML, CSS, and Javascript. This has been useful in creating quick prototypes to sell UI concepts into clients, and communicating functionality with developers. This skillset has been put to use on more technical projects, such as using Shogun to build pages in BigCommerce. I also have an understanding of JSON & XML from experimenting with api's.

General

Working with online tools such as Celtra, Github, Jira, Salesforce, and Basecamp.

INTERESTS

Alongside design I have a keen interest in extending my knowledge of development. I invest time into experimental side projects that blend a range of interests from areas such as illustration, music, and gaming. Some heavy influences from my work are taken from films and art.

These include my favourite film makers of Wes Anderson, The Brothers Quay, Studio Ghibli / Hayao Miyazaki, Stanley Kubrick, David Lynch, Steven Spielberg, and Francis Ford Coppola. Favourite artists include M.C. Escher, Hieronymus Bosch, Pieter Bruegel, and Gregory Crewdson.

EMPLOYMENT AND EXPERIENCE

PART I 2016 - PRESENT

05.2019 > NOW

Cohæsus

Lead Digital Designer (Full Time)

After a month freelancing at Cohæsus I was offered a full time role to fill the need for a long term designer to grow out the experience team. I've been involved on many UI design briefs, pitches, client meetings, and overseeing a design intern to mentor them. Clients included Yoti, Shell, Battersea Dogs & Cats Home, National Grid, and British Business Bank.

01.2019 > 04.2019

Howell Penny

Senior UI Designer (Contract)

This was a four month contract to work alongside their UI Designer and Creative Director to redesign and refresh a brand site for UAE based Al Fakher who are a market leader in the Shisha industry. We worked closely with UX, developers, and project managers to help deliver this large scale web project.

10.2018 > 12.2018

Amazon UK ADX

Art Director (Contract)

Duties within the role involved supporting the ADX team during the busy three month Q4 period, taking on projects for their advertising platform to be served across a range of Amazon products. Examples of this included design, creation, and build of full screen ad placements for Fire Tablets and Fire TV, and UI design for custom landing pages. Clients included HP, Microsoft, Lego, Virgin Media, Disney, and LG.

06.2016 > 08.2018

Grey London

Senior Designer (Full Time)

I was part of a small digital team within the main agency, our role focused on the digital and social output alongside the main TV and print campaigns for a wealth of Grey's clients. The range of work was mainly video and animation briefs. Social creatives took the form of video posts, carousels, and Facebook canvases. While the traditional digital advertising involved outdoor displays, and ad toolkits for standard and rich media. Clients included Marks and Spencer, Tuborg, GSK, HSBC, Which?, Gillette, Bruno Banani, and Birds Eye.

EMPLOYMENT AND EXPERIENCE

PART II 2016 - 2005

11.2012 > 05.2016

TMW Unlimited

Senior Digital Designer (Full Time)

During the three and a half years at TMW, my role focused on UI design with medium to large web builds, while collaborating with developers and UX specialists to make the products usable and accessible for the target audience and user personas. I was open to new ways of working within an agile environment, having design ownership on projects, and reviewing support work undertaken by junior and midweight designers. Various projects led to the creation of global websites, campaign websites, UI for apps, HTML / Flash banners, and ECRM. Clients included Diageo, Infiniti, Ofgem, Unilever, Virgin Trains, Sony, Canon, and Barilla.

08.2012 > 11.2012

The Marketing Store

Senior Digital Designer (Full Time)

For three months I was part of the digital creative team, that included Art Directors, Digital Designers, and Developers. The work was a mix of creating and concepting floor projection games for McDonald's restaurants, digital outdoor displays, and ECRM. Clients included McDonald's and Blossom Hill.

02.2005 > 07.2012

Glue London / Isobar

Junior - Midweight - Senior Designer (Full Time)

Over the five years at Glue London, I witnessed the company grow from an independent digital agency, to becoming part of the Isobar network. Alongside this growth I was able to extend my career from a Junior Designer up to a Senior Designer. The projects I worked on took the form of UI design for campaign microsites, animation support and creation, full design build and deployment of standard and rich ad placements using my knowledge of ActionScript. As a Senior Designer I would review supporting campaign work taken on by junior and midweight designers, and checking work produced by external production agencies. Clients included Pot Noodle, MTV, Nokia, T-Mobile, Virgin Trains, Aviva, Toyota, Reebok, adidas, Eristoff, Google, Royal Marines, Shredded Wheat, Oasis, and Auto Trader.

01.2005 > 02.2005

Euro RSCG London / Havas

Artworker (Full Time)

My first role within the industry working as an artworker in a busy digital department, taking a support role for Senior Designers, and the Design Director. Duties involved banner amends and resizes, editing animation, and updating content for various websites. Clients included British Heart Foundation, and COI.