

Profile

I am a digital designer with a diverse skill set, focusing primarily on UI design, with a strong UX-first approach and focus on user-centred design principles.

Although I currently work in digital, I have been involved in design in one form or another for more than 20 years, having previously worked in print, product and interior design.

I am confident working on every aspect of the digital design spectrum, working on projects from conception to completion, and every stage in-between – taking in ideation, sketching, wireframing, rough layouts, high-fidelity mockups, interactive prototypes, asset-production, and overseeing development.

Whilst I am primarily a UI designer, I have an in-depth understanding of the various development technologies and platforms, and a great deal of experience liaising very closely with developers on projects.

I possess a keen eye for detail, I am obsessive-compulsive when it comes to pixel-perfect precision, and I have a genuine passion for the work I do.

Skills

- Expert knowledge of Sketch, Zeplin, as well as Adobe CC: Photoshop, Illustrator, Animate (formerly Flash).
- Competent in After Effects, XD, InVision, ActionScript.
- Solid understanding of the capabilities and limitations of the various development technologies and platforms that I design for.
- Very tech-savvy, with an ability to get to grips with any new software or systems that I am presented with.
- Self-motivated with the ability to work alone or as part of a team.
- Gracefully handle multiple projects in a fast-paced environment.
- Creative thinker and a problem-solver.
- Ability to take on the additional role of project manager where required.
- Language and grammar skills, with the capabilities to write copy, either final or draft.

Expertise

User interface design	Responsive websites	Social media campaigns
User experience design	Video/audio editing	Online advertising
Mobile/tablet apps	Game design: UI and artwork	Email templates
Prototyping	Illustration and animation	Icon design

Experience

Feb 2015 – Present

Beko plc, On-site Senior Digital Designer

- Focus on user experience and user interface design for the websites of five different brands, as well as their ongoing maintenance / product updates.
- Prepare prototypes and/or walkthroughs to illustrate various user-case scenarios, both for in-house approval with directors, and also to developer for building.
- Design user experience and templates for e-commerce section of the company's main brand.
- Design assorted one-off marketing campaign web pages.
- Supply written briefs, mockups and assets via Trello to offsite development agency, as well as oversee development, and ultimately approval of final product.
- Generate concepts as well as create videos, animations and related material for various social media platforms.
- Responsible for overseeing work that comes in from other creative agencies and providing creative feedback.
- Supply designs and artwork for 3rd-party retailer brand stores.
- Develop and maintain brand guidelines.
- Set up email templates, provide artwork, and test/approve 3rd-party development.
- Online advertising and HTML5 animated banners.
- Create various in-house presentation materials for directors: videos, infographics, illustrations, presentation slides, etc.
- Video creation and editing, including audio editing.
- Ongoing editing and tidying up of imagery from 3rd-party suppliers.
- Occasional non-digital work, including designs and final artwork for print advertising, leaflets, forms, installation guides, promotional event materials, etc. Also in-house materials, such as company stationary, posters, etc.
- Occasional copywriting of material where required, as well as proof-checking of supplied material.

January 2001 – Present

Self-employed, on-site at various agencies, as well as remotely

Notable long-term on-site contracts include:

CHI&Partners, Oct 2005 – Mar 2006

DLKW Lowe, Nov 2002 – Aug 2005

Forward Worldwide, Feb 2001 – Jul 2002

To design, prototype and create final material for websites, apps, games, advertising, marketing campaigns, emails, and all forms of digital media. This includes both:

- Working in-house at design agencies, as part of a team, working with other designers, project managers and directors.
- Working independently, directly for the end-client, attending meetings, discussing their requirements, diagnosing problems and designing solutions.

Experience continued

Specific tasks include:

- Coming up with concepts and design solutions, working up wireframes, UI designs, layouts and mockups, and presenting proposals and designs both in-house and to the client.
- Producing and presenting user-experience journeys, interactive prototypes, and animated demo walkthroughs.
- Taking an existing product where applicable, identifying problematic issues and re-working it to make it more usable and engaging.
- Creating a brand new identity for a new product, or creating a new product that adheres to the client's existing brand guidelines.
- Liaising with the development team, prepping final artwork for use by the developers, both annotated Layer-Comped PSDs and/or production of build-ready PNG files, overseeing development build and providing feedback.
- Both preliminary design and also development of the final product where applicable, ie: simple HTML websites, online apps, banners, emails, etc.
- Producing supporting material where required, such as logos, icons, animations, illustrations and all associated graphics.
- Communicating with management and/or the client regularly regarding the status of work-in-progress on the project.

As well as producing work for other clients, I have also identified gaps in the market and produced several of my own products. See my portfolio for more on this.

Templar Downie, Digital / Graphic Designer, Sep 1997 – Dec 2000

- Design and build both in HTML and Flash for the then-emerging digital market, including websites, CD presentations and kiosks.
 - Design and implement visuals and finished artwork for corporate identities, brochures, annual reports, advertising, mailers, newsletters, packaging.
-

DDH&M Advertising (J. Walter Thompson), Designer, Aug 1996 – Jul 1997

- Design and implement visuals and finished artwork for corporate identities, brochures, annual reports, advertising, mailers, newsletters, packaging.
-

Greys Advertising / Red Pencil Design, Designer, Oct 1994 – Jul 1996

- Design and implement visuals and finished artwork for corporate identities, brochures, annual reports, advertising, mailers, newsletters, packaging.
- Design and render 3D visuals and 2D plans for shop interiors and exhibitions, as well to assist in the overseeing of their construction.