

Profile

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

I am confident working on every aspect of the digital design spectrum, both leading and collaborating on projects from conception to completion, and every stage in-between – taking in UX-analysis, ideation, wireframing, mockups, prototypes, asset-production, and overseeing development.

Whilst I am predominantly a UI designer, I have an in-depth understanding of the capabilities and limitations of the various development technologies and platforms that I design for, and a wealth of experience liaising very closely with developers on projects.

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 possess a keen eye for detail and I have a genuine passion for the work I do. Job-titles and skill-sets aside, I am a "problem-solver" above all else.

Skills

- Expert knowledge of Sketch and Adobe CC: primarily Photoshop, Illustrator, XD, Animate. Competent in After Effects.
- Basic knowledge of HTML/CSS.
- 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 systems or software that I am presented with.
- Flexibility to take on the additional role of project manager where required.
- Strong language and grammar skills, with the capabilities to write copy if needed.
- Gracefully handle multiple projects in a fast-paced environment.
- Self-motivated with the ability to work alone or as part of a team.
- Creative thinker and a problem-solver.

Expertise

User interface design	Icon design	Brand guidelines
User experience design	Image editing	Game design
Responsive websites	Video creation/editing	Email templates
Mobile/tablet apps	Audio editing	Online advertising
Prototyping	Illustration	Social media campaigns
Design systems	Animation	Print-based projects

Experience

Feb 2015 – Present

Beko plc, On-site Senior Digital Designer

- Design UI and UX for the customer-facing websites of five different retail brands, and also the B2B corporate PLC website, as well as their ongoing maintenance / product updates.
- Design UI and UX and templates for e-commerce and customer-service sections of the company's brands.
- Prepare prototypes and/or walkthroughs to illustrate various user-case scenarios, both for in-house approval with directors, and also to the developer for building.
- Design various high engagement marketing campaign web pages.
- Supply written briefs, mockups and assets via project-management and handoff tools (Trello, Zeplin, etc.) to offsite development agency, as well as oversee development, and ultimately approval of final product.
- Responsible for overseeing work that comes in from other creative agencies and providing feedback.
- Supply designs, artwork and assets for external retail partners and agencies.
- Attend client meetings, both to communicate ideas and present work to the client, and also to gather information and assignments from the client.
- Develop and maintain brand guidelines and design systems for multiple brands.
- Video creation and editing, including audio editing.
- Ongoing photo editing and image manipulation from 3rd-party suppliers.
- Design and creation of icons, logos, lockups, etc. for use throughout various projects.
- Set up email templates, provide designs and artwork, and test/approve 3rd-party development.
- Generate concepts as well as create videos, animations and related material for various social media platforms.
- Online advertising and HTML5 animations.
- Create various in-house presentation materials: videos, infographics, illustrations, presentation slides, etc.
- Occasional non-digital work, including designs and press-ready artwork for print advertising, leaflets, forms, promotional event materials, etc. Also in-house materials, such as company stationary, posters, etc.
- Occasional copywriting where required, as well as proof-checking of supplied material.

January 2001 – Present

Self-employed, contracting on-site as well as remotely

All of the above, plus...

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 and mockups, and presenting proposals and designs both in-house and to the client.
- Producing and presenting user-experience journeys, interactive prototypes, and demo walkthroughs.
- Taking an existing product, 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 and assets for use by the developers, 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.
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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.
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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.