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“I am a senior designer, based in London. I take a user-centric approach to all service design and product challenges. My skillset spans UX, visual and interaction design.”

Profile

I am a hands-on designer and firmly believe in learning by doing. I am a great communicator and can confidently pitch a design proposal. I am self-motivated and can work just as well as senior designer or design lead.

I am an advocate of design thinking. I believe in a human-centered approach to problem-solving and putting myself in the shoes of the end-user. The process should start with the people you are designing for and end with new solutions that are tailored to their needs.

References

David Graham
Executive Creative Director of Excite (Comprend)
E. david.graham@comprend.com

Ed Cox
Co-founder of Reason Digital
E. ed.cox@reasondigital.com

Qualifications

2011 – 2012	BA (Hons), 1 st Design for Digital Media, University of Salford
2010 – 2011	FdA, Merit Digital Media Design, Brighton University
2005 – 2007	HNC, Distinction Graphic Design, Northbrook College
2004	BPIF Apprentice of the Year
2001 – 2003	Advanced Modern Apprenticeship (NVQ Levels 2 & 3) Desktop Publishing
1998 – 2000	3 A-Levels, A B C
1996 – 1998	10 GCSEs, A*– B

Employment

Sep 2017 – present

Senior Designer, Comprend

- Designing exceptional corporate websites and user experiences
- Running ideation workshops, creating user journey maps/service blueprints
- Mentoring colleagues and junior designers

Jun 2014 – Sep 2017

Lead Designer, Excite Communications

- Delivering solutions to the highest quality, on brief and within budget
- Presenting creative ideas and solutions to internal teams and clients
- Designing award-winning digital products

Apr 2012 – Jun 2014

Digital Designer, Reason Digital

- Creating award-winning ‘pro-social’ websites, apps and motion graphics
- Identifying user-journeys (from storyboards and wireframes) to final design
- Designing exceptional user experiences and creative campaigns

Nov 2010 – Sep 2011

Freelance Designer

- Creative design/art direction for a variety of clients (digital and print)
- Designing catalogues, direct mail and off-the-page advertising
- Brand development for a number of SMEs

May 2008 – Jan 2010

Studio Manager, Newsquest (Sussex)

- Meeting clients to discuss business objectives/creative requirements
- Redefining design briefs within the constraints of cost and time
- Developing and managing monthly niche publications
- Managing the day-to-day workload and personnel of a design studio

May 2001 – May 2008

Mac Operator/Graphic Designer, Newsquest (Sussex)

- Designing a wide range of collateral (from magazines to signage)
- Creating and developing clients briefs, from concept to creative
- Designing award-winning marketing campaigns and competitions