



# ANDY ALLEN

FREELANCE UX/UI DESIGNER & CONSULTANT

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## PROFILE



A highly experienced, multidisciplinary designer with a proven track record in digital design. I lead teams and studios, but am more than happy to roll up my sleeves and get hands-on when the project needs it. With 20 years experience in some of the UK's leading digital agencies, I've helped clients create successful digital campaigns for their businesses across a wide range of sectors.

Having worked in digital studio environments for the past 20 years, I'm confident working with both Agile and Waterfall project methodologies and am always conscious of time and budget constraints. I'm a firm believer in putting the user first and that good user experience is fundamental to creating digital designs & solutions that work, whatever the format.

A graphic designer at heart, I'm also keen to get the solution right before worrying about typefaces & colour palettes. Creating site schematics, wireframes & prototypes is second nature, as well as running client scoping sessions, writing creative briefs and presenting my ideas to stakeholders and clients.

## EXPERIENCE



### SKY / CONTRACT UI DESIGNER

JUNE 2019 - PRESENT

I am currently working a rolling contract at Sky as a UI designer, working within their Broadband and Mobile web teams and on their customer focussed mobile application.

### VARIOUS / FREELANCE UX/UI DESIGNER & CONSULTANT

APRIL 2018 - PRESENT

Since leaving my role at MadeByPi I have worked in a freelance capacity on a wide range of projects for digital agencies in Leeds and London.

### MADEBYPi / CREATIVE DIRECTOR

JANUARY 2013 - MARCH 2018

As Creative Director at MadeByPi I oversaw the creative output of a team of UX designers, creatives and front end developers, I ensured the creative output of the studio met the agency's high standards. With a 'hands on' approach I was more than happy to get involved in the design process when required. With experience in the Financial, Entertainment and FMCG sectors, I helped shape long lasting relationships with numerous clients such as first direct, HSBC, BBC, Disney, McCain and Britvic to name a few.

### MADEBYPi / LEAD DESIGNER

MARCH 2007 - JANUARY 2013

Working alongside a team of highly talented designers and developers, my primary role was creating interactive experiences for FMCG and entertainment brands such as Nestle, CBeebies & CBBC, Disney, Sony, and Microsoft Xbox. I was also heavily involved in a multitude of UX led projects for first direct and HSBC, producing wireframes and designs for the mortgages section of their consumer websites.

## BRAHM DIGITAL / SENIOR DESIGNER

JULY 2003 - MARCH 2007, LEEDS UK

As Senior Designer in the digital division of this large multidisciplinary advertising agency, I worked on a diverse range of creative projects from large-scale government websites to viral marketing, digital branding and other interactive media.

### CORE SKILLS



### SKILLS

UX/UI design, art direction, mobile application design, branding, print and motion experience.

### SOFTWARE

Design : Figma, Sketch, Adobe CS Suite : Photoshop & Illustrator, Pencil & Pen

Motion/3D : Experience using After Effects & Cinema 4D

UX & Prototyping : Invision, Miro, Webflow & Keynote. A good understanding of front end technologies: HTML 5, CSS & Javascript

### EDUCATION



#### BA (HONS) GRAPHIC ARTS & DESIGN

1st class Honours. 1994 - 1997

#### BTEC NATIONAL DIPLOMA IN GRAPHIC DESIGN

Cumbria College of Art and Design. 1992 - 1994

### AWARDS



#### DADI AWARDS 2015

McCain Foodservice Sales App (B2B Sector Website, App or Campaign) Nomination

#### DADI AWARDS

Best creative team 2012

### PERSONAL



Outside of work I am usually busy entertaining my two young children but when I get a moment I like to listen to music, play the guitar or read a good book. Having recently left my role as Creative Director back in 2018 i have set up my own design studio with my wife and am enjoying every minute!

### REFERENCES



References available on request.