



Hi, i'm Andy

FREELANCE UX/UI DESIGNER & CONSULTANT

PROFILE



A highly experienced, multidisciplinary designer with a proven track record in digital design. 20 years experience in some of the UK's leading digital agencies, helping clients create successful digital campaigns for a wide range of sectors.

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



NUMAN / Senior Product Designer

November 2022 – December 2023

numan is one of the UK's leading subscription men's health brands. Having already launched their subscription model online, I was brought in to work on their native iOS app, specifically their weight loss category. I was then involved in improving conversion across many of their key product categories, enhancing their customer account area and also helping with an ongoing rebrand and evolving their design system in Figma.

KINDRED CONCEPTS (F1 Arcade) / Senior Product Designer

April 2022 – November 2022

F1 Arcade is a state of the art **F1 racing simulation experience**, launching in London October 2022. The brief was to take initial brand guidelines and roll them out across all digital touch points; booking platform, website, event space touch screens and game spectator screens.

KLEKT / Senior Product Designer (Contract)

January 2022 – April 2022

Klekt is Europe's leading market place for new and used high end sneakers and sportswear. I was brought on board to help define the design direction for the replatform of their existing website and app. Working within the internal dev squad I introduced a design system within Figma.

KIN & CARTA / Campaign Designer (Contract)

August 2021 – December 2021

Campaign designer for their client, global Pharma company **Zoetis** pets. Work involved creating motion assets for social campaigns, and designing diagnosis and treatment tools for their website.

SKY / Lead UI Designer (Contract)

June 2019 – March 2021

Working as Lead UI Designer within the **Broadband** and **Mobile** teams and I helped shape the Sky customer focussed mobile application.

MadeByPi / Creative Director

January 2013 – MARCH 2018

As Creative Director at MadeByPi, I oversaw the creative output of a team of 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**.

MadeByPi / Lead Designer

March 2007 – January 2013

CORE SKILLS SKILLS



UX/UI design, art direction, iOS & Android App design, branding, print and motion experience.

SOFTWARE

Design : Figma, Sketch, Adobe CS Suite, Pencil & Paper

Motion/3D : Adobe After Effects, Cinema 4D

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

SECTORS



ENTERTAINMENT & MEDIA

Sky, BBC, Sky Bet, Disney

SPORT, LIFESTYLE & HEALTH

F1, BBC Sport, UEFA, Klekt, numan

FINANCIAL

HSBC, first direct, Moneycorp

FOOD & DRINK

Nestle, McCain, Britvic, Arla Foods,

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

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 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.