WEBDALE
DIGITAL FREELANCER

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PROFILE

I'm a freelance designer with over 15 years of experience. I specialize in UI and Motion design with supporting UX, Interaction and development expertise. I've worked for all different shapes and sizes of companies and agencies designing across the full range of devices and platforms. I'm very flexible within an agile or agency environment, with equal ability in both technical and creative sides of digital design. I'm a passionate pixel perfectionist producing elegant design solutions, and provide guidance and advice directly to clients, stakeholders and the development team to ensure a quality end product.

SKILLS

DESIGN

UI & Visual
Mobile & Tablet
Responsive design
UX / IA / UCD principles
Sketching / Storyboarding

KNOWLEDGE

User centred design
Accessibility standards
Agile Methodologies
Account management
Development support

MOTION / ANIMATION

UI Interaction mock-ups
Airbnb Lottie (2D animation)
Interactive prototypes
Flash animation / Tweenmax
Particle systems

TOOLKIT

Sketch
Full Adobe Suite
After Effects
Principle
Flash

DEVELOPMENT (junior level)

HTML 5 / CSS 3
jQuery
PHP
Actionscript 2/3
XML

PLATFORM

Web
iOS
Android
React
TV

EXPERIENCE

VODAFONE

Lead UI/Motion Designer (Contractor). May 2016 - Present (10+ Renewals)   www.vodafone.co.uk

Initially I assisted with the UI at Vodafone Group HQ on the redesign project for Vodafone's primary customer facing apps. The designs produced served as the group reference design for all of the markets around the world. This role quickly developed into more of a Motion role, eventually becoming Vodafone's Lead motion designer and animator supporting all of their digital projects and markets.

SHELL

Lead Motion Designer (Contractor). May 2018 - Dec 2018   www.shell.co.uk

I was asked to produce detailed UI Motion designs, 2D animated Lottie assets and developer guides for a new product for Android and iOS that will be launched in 2019.

CROWDMIX

Lead UI/Motion Designer (Contractor). May 2015 - Dec 2015 (2 Renewals)   www.crowdmix.me

Crowdmix is a social music platform launching this year that lets you discover music through friends and friends through music. I was hired to take early proof of concepts into fully fleshed out journey's and create the visual language for the app. I also assisted in several investment rounds producing highly detailed motion walkthroughs.

CARPHONE WAREHOUSE / DIXONS CARPHONE

Lead UI Designer (Contractor). May 2014 - May 2015 (4 Renewals) www.carphonewarehouse.co.uk

Leading a team of UI designers I was tasked with redefining the brand online in a complete responsive redesign of their e-commerce platform.

JACK WEBDALE LTD (Various freelance roles)

Senior UI/Visual/Motion Designer. May 2013 - Present   www.webdale.co.uk

BAE Systems *(Apr 2014 - May 2014) -* As part of a refresh project I designed the UX and UI for the BAE systems homepage.

Consult Hyperion *(Mar 2014 - Present) -* I continue to freelance for CHYP, and so far i've designed several financial apps for Android tablets and phones as part of a secure trading system. I also produced the UI of an Android app that will facilitate the Nigerian government to connect with farmers nationwide to ensure they receive the supplies they need and safeguard from corruption.

Avascope *(Jan - Mar 2014) -* A well-funded start-up company boasting cutting edge technology that has the potential to change how we shop for fashion online. I'm developing the brand visually, working alongside a UX architect to produce a responsive, elegant UI worthy of any top fashion brand.

Territory Studios *(Dec 2013 - Jan 2014) -* A boutique agency world renown for producing futuristic UI for blockbuster films and games such as Guardians of the Galaxy, Prometheus and Killzone. I occasionally assist them as a UI and motion designer on various video gaming, architectural & TV projects.

Monitise Create *(Nov 2013) -* A top mobile agency brought me onboard to design pitch concepts for the fiat 500 mobile website.

Dennis Publishing *(Nov 2013) -* I was brought in to produce several mockups for pitches for a new responsive rich media Ad format as well as assisting with the enhancement of their publishing platform.

Betfair *(Oct - Nov 2013) -* I was hired for my motion skills to create animated interactive mock-ups based on new gaming apps and products. The output was several highly detailed motion prototypes that demonstrated interactivity and how these new products would behave in the hands of users. I also worked with the production team, re-purposing ads for TV.

Digital Detox *(July- Sep 2013) -* A web development agency that I have worked with for several years on various projects - notably DirectGov and Avascope. They asked me to design their new responsive agency website.

PureSolo *(May - July 2013) -* I designed high fidelity, pixel perfect designs for an app that allows you to record, watch, rate and share karaoke tracks. I created over 150 templates spanning across both iOS and Android tablets, as well as evolving the brand and producing style and interaction guides.

SellaBike & SellaCar *(2011 - 2013) -* Over the course of the last two years I've been designing iPhone and Android apps for a start-up company. Their first two apps allow users to buy and sell motorbikes and cars as a direct competitor to AutoTrader.

LADBROKES

Senior UX/UI Designer (Contractor). Feb 2013- May 2013 (2 Renewals)   www.ladbrokes.co.uk

Working alongside UX architects I tackled web and mobile projects within an Agile scrum. I designed apps and digital products to support the Ladbrokes online betting offering. Some of my work was conceptual, formulating ideas and visuals for pitches of new products and services - which allowed me a great amount of creative freedom within a corporate environment.

O2 (Telefónica UK)

Senior UX/UI Designer (Contractor). Apr 2012 - Feb 2013 (3+ Renewals)   www.o2.co.uk

As part of an Agile team we were responsible for developing and refining O2.co.uk and it's supporting sites. This could range for quick updates to full blown microsites with a project lifecycle of several months. Myself and another designer put a lot of effort into developing our asset library and completely shifted the visual style into a much more bold, fresh place while being faithful to O2's well established brand. I was lucky enough to work within a very talented team with some of the best developers I've worked with, and because of that some of my best and most interactive work was completed here.

EXPERIENCE
(CONT.)

CAMELOT PLC (The National Lottery)

Lead Digital Designer. Sep 2008 - Dec 2011 (10+ Renewals)   www.naional-lottery.co.uk

Initially I was hired as a flash designer to produce animations to support The National Lottery's game portfolio. After several renewals I was given the chance to work on higher profile projects. I became responsible for the success of the user experience through all purchase and game processes and ensuring all design elements were in line with the branding, business requirements and content strategy. From my initial two week contract I gained many renewals through until 2011 by which time I was asked to stand in as Lead Digital designer and manage the design team through the high profile game campaigns.

DIRECT.GOV (Prototype)

Lead UI designer. Dec 2008 - Apr 2009 and Dec 2009 - Apr 2010   www.direct.gov.uk

Direct.gov is the website for the UK Government, providing information, guides and tools for the general public. I was hired as a Senior designer for the first phase of a prototype project, and asked to come back as Lead designer for the second phase the following year. Working alongside an IA I was responsible for the user experience, design strategy, concepts and visual design. My work was heavily user tested and I assisted in preparing the tests and processing the feedback to further improve the prototype.

THE DRIVER IS / BRAY LEINO

Web designer. Jan 2005 - Jul 2008   www.brayleino.co.uk

I was employed as a junior web designer after finishing my A levels based on my enthusiasm and all the work I had produced in my own time as a hobby. My key roles were to create bespoke website templates, flash applications and video compositions and be involved in all creative concept development.

EDUCATION

HOLSWORTHY COMMUNITY COLLEGE	NORTH DEVON COLLEGE	HARTLAND 326 SQN AIR TRAINING CORPS
1997 - 2002	2002 - 2004	1999 - 2008
12 GCSE's of A-C grade	2 A-Levels and 4 AS-Levels	BTEC 1st Public Services

AWARDS

Gold Duke of Edinburgh award
200 hours Millennium Volunteers

INTERESTS

Since my dad bought me an Amiga 600 when I was six I've always been very involved in technology. I enjoy building PCs and tinkering with new devices (and old). I am an expert when it comes to general computing, be it troubleshooting, networking or overclocking. I like to keep up with technology innovations across the design, gaming and automotive industries. I have a passion for House and Techno music, and have more recently been DJing at small events and creating mixes in my free time.

REFEREES

References available upon request.