



David Man: Visual UX Designer

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Summary

Creative and thorough designer with over 12 years experience designing services for web and mobile. Works well in a team and is organized and professional with a good eye for detail. Excited by digital media and the opportunities offered by its continual and rapid evolution.

Employment

May 07 – present

UX LEAD, BAUER MEDIA (FORMERLY EMAP)

- User experience
- Art direction
- Visual design
- Interaction design

I'm Ux lead, initially in the new product development team (NPD) and now the technology team. The primary NPD project was Ditto, a new social entertainment guide. As Ux lead and art director I have been instrumental in the development of Ditto from concept to final delivery. The service was created using an agile methodology, enabling me to work very closely with the development team in short iterative cycles as well as a wider blended team of business development, writers, marketing and creative. I had the primary responsibility of generating creative ideas and distilling user needs and business requirements into tangible and well designed screens.

Recently I helped relaunch the Heat magazine website. The site was completely rebuilt to make it scalable, improve its commercial capabilities and to provide a more immersive user experience. My role involved defining the information architecture, art directing the visual design and conducting user testing. I am currently working on the UX and visual design of various Bauer specialist sites.

Apr 05 – Apr 07

DESIGNER, BBC JAM

- Visual design
- Interaction design
- Flash animation
- Character design
- UCD approach

BBC jam was created to provide online access to curriculum based learning content and interactive services, for school children aged 5-16. The audience was divided into three age groups of 5-7, 7-11 and 11-16 and distinct user environments were created for each group. I was responsible for the design and art direction of the 5-7 and 11-16 user environments. I worked closely with educationalists, writers, brand agencies and importantly, the target audience to produce clear, captivating and fun interfaces. The project followed a user centred design approach with extensive user testing and iterative design cycles.

Mar 05

DESIGNER, COW & GATE. FREELANCE

Working closely with an EA from The Real Adventure I completely redesigned the Cow & Gate website and produced a comprehensive online style guide as part of their rebrand.

Jan 03 - Feb 05

DESIGNER, ORANGE. FREELANCE

- Mobile UI design
- Interaction design
- Iconography and device graphic design

This was a long term contract working first with the Orange Customer Experience team and then with Orange ASD.

The CE team customised services for the Orange mobile space. I was brought in to design graphic assets for phones customised for the UK and European markets. I liaised closely with Orange product managers and external manufacturer's technical teams to produce brand consistent work.

Orange ASD designed and developed new mobile services and applications from the ground up. I worked in the capacity of visual and interaction designer on the development of several applications, including Talk Now. I was responsible for the design of application UI's and managed the reversioning of these for implementation across numerous devices. My role also involved writing design proposals and setting

style guides. I worked closely with interaction designers to address business, marketing and technical requirements. Interaction principles were devised to engage an efficient and intuitive user experience for all applications.

Sep 00 - Dec 02

LEAD DESIGNER, CARTOON NETWORK

- Award winning visually rich Flash content site
- Brand consistent cross media promotions
- Design of Cartoon Network's interactive service on Sky Open's Interactive Games Channel

Cartoon Network was a fun and challenging environment requiring engaging content delivered to tight budgets and deadlines. It offered me the opportunity to work with a large global brand creating solutions for an exciting audience. I was responsible in a senior capacity for concept and design work across UK and European Cartoon Network sites.

Feb 98 - Aug 00

DESIGNER, WIDE LEARNING

Wide Learning produced award winning e-learning courses for the financial market, delivered initially on CD-ROMs and then online. I was part of the in-house design team working closely with producers, animators and industry tutors to realise award winning and innovative learning templates.

97 - 98

DESIGNER, HGV. FREELANCE

I designed logotypes, vehicle livery and report covers for a diverse range of clients.

DESIGNER, UNITED DESIGNERS. FREELANCE

I worked on the visual identity of Teatro, a new bar and restaurant on Shaftesbury Avenue, London.

Software skills

Extensive knowledge of Photoshop, Illustrator, Flash, Axure, Visio, Dreamweaver, Expression Blend/Design, MS Office

Awards

Over the course of 2 years the Cartoon Network website has won the following awards

- 2000, BAFTA Interactive Entertainment - Winner of Best Entertainment Website
- 2001, Promax – Best use of Website
- 2002, Media Week Online Brand of the Year
- 2001 and 2002, BDA Europe Design Awards – Best Website

Nominations

The Scooby Doo microsite and online and WAP developed games were nominated for - 2002, BAFTA Children's Film and TV Awards, Interactive Category.

Interests

Technology, buying records, playing football and staring up at beautiful buildings

Education

93 - 96

University of the West of England
BA (hons) Graphic Design

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Newham Community College
BTEC National Diploma in Graphic Design

89 - 91

Sanders Draper School
A level - Art, Mathematics, Geography

84 - 89

Sanders Draper School
9 GCSE's