



Andrew Austin Davies



Interactive Design, Art Direction &
Front End User Interface Development

15 years working for award winning agencies,
and award receiving clients

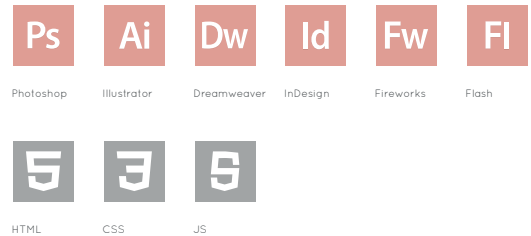
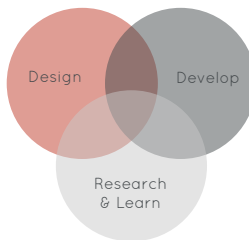
Objective

To produce forward thinking, effective, clean, user experience design solutions for both business & end user needs & objectives

Personal Details

Call: 07971 317 021
Write: andy@ad74.co.uk
Visit: www.ad74.co.uk
References: On request
Recommended: On LinkedIn

Skill Set



Awards

Tesco PLC
2012 Winner:
Best Corporate Website
Webby Awards

UEFA.com

2011 Nomination:
Best Sports Website
Webby Awards

Small Luxury Hotels

2010 Winner:
World's Leading Luxury Hotel
Brand Website 2010
(World Travel Awards)

Mothercare

2008 - 9 Winner:
Best Shopping Website
(Mother & Baby awards)

T-Mobile

2007 Winner:
Online Retailer of the Year
(Mobile Choice Awards)

Education

Ravensbourne College of Design
& Communication 1994 - 1997

3 years B.A. Honours Course:
Visual Communication Design
Design placement in Bates Cambodia

De Montfort University (Bedford)
1992 - 1994

2 year Foundation & BTEC Design:
Graphic Design
Design Student of the year

What people have said (via linkedin)

Jon Herbert
Creative Manager at Pentland Brands

'... Andy is one of those hard to find Senior Creative Designers with skills in both Digital and Traditional Media. These well-rounded skills formed to create a fusion of conceptual web design and creative use of front-end development technologies.'

Paula Fanning
Head of Design at ITV

'... He is proactive and is a great communicator so you always know where you stand with him which is really important in a hectic environment like ITV. Andy is rock solid and i would back him up 100%.'

Matt Johnson
Developer at Government Digital Service

'... here's a designer who, along with the usual creative nous and flair you'd expect, possesses an almost hyper-real capacity for sheer accuracy and detail.'

As a front end web developer, I've always found Andy's work to be in that zen state where "nothing is off" - can't say better than that.'



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Experience

03.2012 - Present / Lead Interactive Designer & Front End Dev, Pentland Brands
Berghaus, Boxfresh, Kickers & Speedo

Redesign of berghaus.com ecommerce website

Engaged with stakeholders at all levels of the organisation to ensure consistency of design across all channels.
Led wireframe & design workshops aligning internal brand resourcing and 3rd party solution integration parties.
Designed & part developed front end CRM tool (Oracle / RightNow).
Led design elements for user acceptance testing for internal project teams.

Redesign of speedo.co.uk ecommerce website

Engaged with stakeholders at all levels of the organisation to ensure consistency of design across all channels.
Led wireframe & design workshops aligning internal brand resourcing and 3rd party solution integration parties.
Designed and developed front end CRM tool (Oracle / RightNow).
Led design elements for user acceptance testing for internal project teams.

Interaction design, user interface design, art direction, brand consultation, user experience, wire framing, front end development.
Responsible for all visual updates, SVN version control, all CSS file management, updates and consistent design approach to EMEA sites.
Brand facing, 3rd party liaison, project management and self managing.

08.2010 - 03.2012 / Freelance Interactive Designer & Art Director

Freelance interaction design, art direction, brand consulting, user experience, front end development.
Contracted for: ORM, ITV studios, IRIS Worldwide, Grand Union, Pentland Brands.
Clients: IOKO, Pixel Group, ITV, Channel 4, TFL, RBS, Sony Ericsson, Tesco, Speedo, Berghaus, Kickers, Boxfresh.

10.2009 - 08.2010 / Senior Designer, Fortune Cookie

Design and Lead design, brand / style guidelines creation, user interface design, user experience, AB / MV testing.

09.2007 - 10.2009 / Senior Designer, Design UK

07.2006 - 09.2007 / Senior Designer, Complete Communications

08.2002 - 07.2006 / Team Manager & Lead Designer, Telewest Communications

07.2001 - 08.2002 / Interaction Designer, Telewest Communications

04.2000 - 06.2001 / Senior Designer, The Escape Design Company

07.1998 - 04.2000 / Designer, Firbank Kempster Integrated Communications

02.1998 - 06.1998 / Designer, Motorcycle News

12.1996 - 06.1997 / Designer / Production Assistant, BBC

Highlights

Living and working for Bates Worldwide in Cambodia at the age of 21
Being awarded the Best Design Student of the year of my BTEC course
Working with Bruno Maag on my typeface for blueyonder
Being featured in .Net magazine
Having my work and portfolio showcased on numerous sites
My little boy Sonny Bear