

## BLACKOUT DIGITAL

+44 (0) 7463 111 303

[chris@blackoutdigital.com](mailto:chris@blackoutdigital.com)

[www.blackoutdigital.com](http://www.blackoutdigital.com)

## SKILLS & COMPETENCES

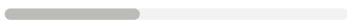
### UX / UI



### COMMUNICATION



### HTML/CSS



### PRINT



### RESPONSIVE / MOBILE



# CHRISTOPHER DALEY

Full-Time Digital Designer / Part-Time Music Producer

## PROFILE

A digital designer with 10 years experience creating for web, print and apps across various industries. Learning and applying best practices and understanding business and consumer needs to craft meaningful experiences.

## WORK EXPERIENCE

### **Bud** Head of Design, London

**2015 - 2018**

My main focus over the last few years has been the creation of Bud, a financial platform designed to help improve financial literacy/wellbeing. I was responsible for all UX/UI and marketing materials for the first 2+ years working closely with the founders to create responsive web and app versions of the product (iOS & Android).

During my time at Bud the company has grown from a team of 5 to 30, winning numerous awards and working with most of the UK's major financial institutions.

- Creation of initial brand identity
- Development of the Bud V1 website and app B2C (UX/UI)
- Creation of all social/promotional material
- Presentation / Pitch Decks
- Development of the Bud V2 website and app B2B2C (UX/UI)
- Rebranding B2B2C

### **Blackout Digital** Digital Designer, London

**2012 - Present**

- Working with a range of clients from household names such as Harrods and ASOS to small independent businesses and charities.

*Key projects:*

#### **Erasmus Mundus (2017)**

- Co-ordinating the creation of the EMHRPP flagship website
- Managing a team of three to deliver the project in scope and on time
- Full responsive design and development instructions

#### **Hackett (2015)**

- Planning site redesign with the head of design
- Creation of style options
- Full responsive design and development instructions

## CHRISTOPHER DALEY

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**Overthrow Digital** Digital Designer, London

**2012 - 2015**

- Creation of responsive websites and apps from initial concept through to full delivery
- Providing UI and UX solutions, research, analysis and rapid prototyping
- Functionality documents for developers and presentations for clients.

## EDUCATION/TRAINING

<b>Stoke Newington Secondary School</b> 10 GCSE's A-C & Edexcel Design & Tech Certificate <b>1994 - 1999</b>	<b>Point Blank</b> Introduction to Music Production <b>2010</b>
<b>Westminster Kingsway College</b> BTEC National Multimedia & Computing <b>1999 - 2001</b>	<b>Codecademy</b> HTML/CSS Course <b>2013</b>
<b>Hackney Community College</b> DJ/Radio Presentation Skills <b>2002</b>	<b>Treehouse</b> Website Build Course (HTML&CSS) <b>2014 - Ongoing</b>

## TOOLS OF CHOICE

Mac OSX, Adobe CS Suite, Sketch, Invision, Trello, Slack, GApps, Pages, Keynote, Hype, Logic, Final Cut X

## REFERRALS & CHARACTER REFERENCE

Available on request