

BLACKOUT DIGITAL

+44 (0) 7463 111 303

chris@blackoutdigital.com

www.blackoutdigital.com

SKILLS & COMPETENCES

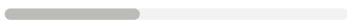
USER INTERFACE



RESEARCH & UX



HTML/CSS



PRINT



RESPONSIVE WEB



COMMUNICATION



CHRISTOPHER DALEY

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:

Awaken App (2019)

- Research, Wireframes
- UI design and branding
- Prototyping and developer hand-off

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

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Tailor at the Tannery (2016)

- Creation of e-commerce Shopify site
- Project management working with a team of three
- Planning, assets creation, art working and design

Hackett (2015)

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

ASOS (2015)

- Creation of marketing materials (MPU's & Animated GIFs)
- Case study & presentation designs
- 3rd Part Campaigns (Adidas, Revlon, Citroën, Diet Coke)

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

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

TOOLS OF CHOICE

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

REFERRALS & CHARACTER REFERENCE

Available on request