





Summary

Digital and Brand Specialist. Strategist, Innovator, UX expert, Designer, Founder and current Creative Director of Digital Bite.

I have over 15 years of commercial experience in leading and building teams of multi-disciplinary digital experts and my experience spans planning, project management and both the creative and technical sides of digital production.

During my professional career my work has ranged from interactive installations, games, promotions, digital and social campaigns, brand websites, enterprise level websites, intranets and online applications, responsive websites, social media apps, integrated marketing campaigns, motion graphics and film.

Work experience

March 2008 - Jan 2016

Creative Director and co-founder, Frame Digital

My responsibilities as a board member included growing the agency, supporting new business and developing digital opportunities within the group and pitching those opportunities. I was also part of the management team and ran a studio comprised of creatives, designers, technical and digital marketing specialists. My core responsibility was to ensure the visual and user experience aspects of our work (across multiple devices, platforms and digital channels) was to the highest standard, delighting our clients and their users. My role also required that I sign-off creative work and continued to ensure we had the skills and resources available to do great, and often, award winning work.

Across projects and campaigns my role spanned strategy, idea generation, direction, planning and production. I worked closely with clients and stakeholders to define objectives and plan solutions for digital campaigns and products. This included running focus groups and workshops to determine business objectives and user needs and then creation of sitemaps, wireframe prototypes and user journey mapping.

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Frame Digital contd...

In the context of creative direction and visual design I worked very closely with Senior Digital Designers and other specialists, offering a combination of technical, creative and UX direction on a wide range of responsive web projects, motion graphics, film, online ads, social media campaigns and integrated marketing campaigns. I have also remained a hands-on visual designer throughout the years.

June 2004 - Feb 2008

Group Information Architect, BD-NTWK

BD-NTWK is a UK based, market leading integrated creative agency. I joined as the founding member of the digital department in our Glasgow office, growing the department to a team of 12 multi-disciplined digital experts and working across an exciting and diverse range of digital projects and campaigns for clients including Arla foods, Coca-Cola, Orange, Nintendo, Peugeot and VisitScotland.

March 2003 - June 2004

Senior Web Designer, Blue Peach

Blue Peach was a design agency with a 15 year pedigree. In search of a more design orientated challenge, I joined as a two parts of a three man team to help sustain and support the digital requirements of the agency. Being part of an agency that wasn't digital first, and working in a small production team brought a unique set of challenges and an experience evolved my knowledge and understanding of the changing shape of agencies with a digital capability. I continued to gain experience in design and project management, working on a number of projects for brands such as Morrison Bowmore as well as evolving my technical skills, developing a bespoke Content Management System based on ASP.NET.

Feb 2001 - March 2003

Web Designer, Marcat (now Vamosa)

Hired as Web Designer, I was responsible for the visual design of all client websites. The role included planning, UX and client facing responsibilities as well as front end build using HTML, CSS and Flash. I became interested and experienced in the technical side of web development and began building content managed websites and online applications using classic ASP.

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By the time I left Marcat I had gained a huge amount of commercial experience in planning, building and designing websites and bespoke content management solutions, as well as gaining experience in the Obtree, enterprise level CMS.

June 1999 - Jan 2001

Junior Web Designer, s1

After only a week of a six week summer job between my degree and honours year I was offered a full time position at s1. The role included a mix of design and development and I gained a huge amount of hands on experience in Website design, Flash animation, HTML, CSS and JavaScript as well as a fundamental grounding in the life-cycle of digital products and projects. I worked on a variety of digital projects and content for The Herald, The Evening Times, Scottish Television, Scotsport, s1 jobs and s1 homes. This was remarkable experience for a young graduate at the time and I remain grateful for the experience I gained from a very talented team of people.

Skills

Pitching & presenting | Proposal & Presentation writing | Leadership | Creative Direction | Idea generation | Animation and Design | UX, UI, IA | Planning & Strategy | Stakeholder & vendor management | Project management | Programming & Technical | Problem solving

Education

1996 - 1999

B.Sc (with dist) in Multimedia Technology, Glasgow Caledonian University

The course was fundamentally about the application of multimedia in the online and offline world of digital media. The core course areas included Web Design, Programming, Human Computer Interaction and Motion Graphics.

Interests

Photography, Guitar, White-collar boxing, Cycling and my two beautiful boys.

