

Personal Profile

I'm a conscientious designer with over 10 years experience. Initially, I spent several years working as a multidiscipline designer but more recently I've enjoyed focusing on user interface design and user experience across websites, smart TV and touchscreen apps. I have an analytical attitude and an open mind, able to see from other people perspectives: an essential skill for user experience design and for collaborative working in general. I get a real buzz out of seeing a project through from initial concept meetings and sketches to pixel perfect working applications. I enjoy new challenges and am looking for a further UI/UX design role where I can blend finely crafted aesthetics with intuitive operation.

Skills

The chief tools of my trade are Adobe Photoshop, Illustrator and After Effects, and of course my trusty sketchpad and pencil. I also have rudimentary knowledge of HTML, CSS and Xcode. In addition to UI design, I still have a broad knowledge of traditional design disciplines including branding, print, packaging, signage, and direct marketing. I'm also a confident presenter and project manager and will happily turn my hand at copy writing, illustration, video storyboarding, or anything a little out of my usual comfort zone!

Employment

2012-2013 Xumo / Software House / Cardiff

Xumo were developing video over IP software for Panasonic Smart Viera TV's and a second-screen iPad app. I worked on the UI of both projects. Xumo followed Agile development practice and I was embedded directly in a coding team at least 3 days per week, working alongside developers to introduce new features and maintain visual and usability standards. We worked quickly under an ethos of build fast, test and reiterate. At the same time I worked in a design team to produce longer term concept visuals and videos to explore the company's long term development goals.

2009-2012 GDC Creative / Design Agency / London

GDC Creative is a small print and digital agency focused mainly on business to business marketing. I was lead digital designer, but was involved in most areas of the business such as writing project proposals and quotes, building simple websites and HTML emails, analytics and SEO, conducting first round interviews and assisting junior members of staff. Reference available.

2006-2009 The Formation Creative / Design Agency / London

Another small independent agency specialising in new brand creation for consumer focused businesses such as hotels, food and beverage retailers, charities and exhibitions. Several of the projects I worked on were published in design press or won awards. My responsibilities included design, project management and artwork. Reference available.

2006 Rumba Graphic Design / Design Agency / Bristol

I worked as a creative artworker (mail-shots, adverts, annual reports, brochures). Reference available.

2004-2006 Direct freelance design with clients / Bristol

Including branding, print and digital projects for EADS Defence and Security, website for Galaxy Chocolate and illustration for No Longer Limited Insurance. References available.

2003-2004 Eco Print Solutions / Commercial Printer / South Wales

My role was the design of printed and multimedia material for clients as well as design, build and maintenance of the company website.

Tom Greenway

Work Experience and Placements

- 2006 Ingredient / Design Agency / London
- 2004 Moseley Webb / Multimedia Design / Cardiff
- 2000 Yes Television / Creative Department / Cardiff

Education and Qualifications

- 2003-2006 University of the West of England / BA Graphic Design / 1st Class Award
- 2002-2003 University of Wales Institute Cardiff / Diploma in Art and Design / Merit
- 1995-2002 Monmouth Comprehensive School
 - 3 A-levels all Grade A: Art, Biology and Computing.
 - 10 GCSEs all Grade A/A* Including Art & Design, Graphic Products, Maths, English and Science.

Further Interests

I've been involved in historical fencing and martial arts for about 4 or 5 years. I'm learning to make armour in my home forge and already have a full suit, meticulously researched and authentically made by a skilled professional in the Czech Republic. I have an inquisitive mind, love learning and reading both fiction and non-fiction. If I find the time I also enjoy strategy games. In the past I've helped design and develop new games and sculpted gaming pieces which have been sold commercially.