

Personal Profile

I'm a conscientious designer with over 10 years industry experience. Initially, I spent several years working as a multidiscipline graphic designer before specialising 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's perspectives: an essential skill for user experience design and for collaborative working in general. I enjoy new challenges and thrive in start-up environments. I love seeing a project through from initial concept meetings and sketches to pixel perfect working applications and am seeking further UI/UX design work 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 production, or anything a little out of my usual comfort zone!

Employment

- 2013-2018 Creative Director at Sorenson Foundry / Software House / Cardiff
Sorenson Foundry was a technology start-up incubator and I was a founding member of the team taking overall responsibility for all visual and creative decisions. We operated following lean principals and our work involved rapidly (in)validating new concepts, product development and preparation for seed funding. My principal roles were concept creation, user interface design, user experience testing, market research, product branding, creating presentation slide decks and videos as well as acting as Product Owner during periods of prototype software development. Reference available.
- 2012-2013 UI/UX Designer at 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 produced longer term concept visuals and videos to explore the company's longer term development goals. References available.
- 2009-2012 Designer at 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 Designer at 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 Designer at Rumba Graphic Design / Design Agency / Bristol
I worked as a creative artworker (mail-shots, adverts, annual reports, brochures). Reference available.

Tom Greenway

- 2004-2006 Freelance Designer / 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 Designer at 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.

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 long been actively involved in the testing and development of face-to-face strategy games. Over the past 3 years in my spare time I have founded my own games company 'Goblin King Games' which fulfilled a hugely successful Kickstarter campaign for Moonstone, the Tabletop Skirmish Game. While in many ways it began as a simple pet project, I have now secured a global distribution deal and are due to begin selling at retail from Q1 2019.