

I'm an award winning Design Lead from London. I have a passion for making intuitive and crafted solutions for the digital world that people want to use. [Portfolio link](#)

WORK

Freelancing

Aug 2018 – Present (Australia)

I've been working on a few projects ranging from Police to Fashion. I also designed concepts and a prototype for a travel app, applying to y-combinator for funding.

Namchetolukla

Aug 2018 – Present (Australia)

I have started a photography business selling my work internationally. This is also a platform where I write articles about philosophy, metaphysics, design, health and travel.

Greydust

Dec 2010 – Jun 2018 (UK)

I ran my own successful freelance design business. I was both hands on and leading small to large scale teams for numerous companies from global names to start-ups. A few of my clients include:

Transport for London (TfL)

Digital screen design system and prototype across 270 London tube stations

Sky

Sky Q visual language and design system from startup to production

YouView

TV UI and iPhone + Android apps

Orange

Conceptual work for their Android platform

Thomson Reuters

Commercial intranet website – converge of 20 to 30 sites into a single experience.

Lloyds Bank

Three projects spanning across web, iOS and Android.

Immediate Media

Responsive e-commerce websites, email campaigns and iPad apps for: CBeebies, Radio Times, Cycling and Camera shops.

Channel 4

Apr 2009 – Jan 2011 (UK)

I worked on major TV campaigns, where I lead most of the design work that ranged from UX, user testing to website design and conceptual work.

Channel 4 verticals

Redesign of 4Homes, 4Food and 4Beauty

E4 websites

Designed for shows: Skins, Misfits and the Cleveland show and E4 Games

Test Tube Telly

UI and coding for a rapid and experimental project

RI3K

Mar 2008 – Apr 2009 (UK)

I worked closely with multiple teams including, BA's, Marketing, Development and stakeholders (AON, Lloyds) on a range of different projects within this financial startup.

Marketing website

Art direction, concepts and building HTML templates into WordPress

iPhone App

Conceptual work

eCommera

Nov 2007 – Mar 2008 (UK)

Engaging in many projects with high-end retailers such as House of Fraser and Hamleys.

fish4

Mar 2007 – Oct 2007 (UK)

I lead the designs for their recruitment portal, collaborating with BA's, developers and the CTO.

4Music

Lead the (UI and UX) redesign working with BOX TV, Orange and Poke London

T4 website

Conceptual work

Styleguide

Online design and branding guide for agencies and development teams

Marketplace web app

Lead the redesign to simplify the web application's complex processes

EDUCATION

University of Westminster

BSc Multimedia Computing

UI and UX, Graphic Design, Grid Systems, Typography, HCI, Coding, Multimedia systems design

REFERENCES

Upon request

RECOMMENDATIONS

I have 19 LinkedIn recommendations from most the projects I've worked on.