



Johnny J Walker

www.jjwdesign.co.uk
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ABOUT

I am a freelance Digital/UI Designer with over 15 years industry experience. I have worked on a broad range of digital projects and campaigns including e-commerce, responsive websites and user interfaces. I've worked for companies in the retail, fashion, leisure, travel and finance sectors.

I'm a strong conceptual designer and thrive on developing ideas from scratch when required. I'm comfortable with art direction, managing junior designers, communicating with clients and the wider project team. I enjoy working with integrated teams of Project Managers, UX Designers and Developers.

Some of the companies I've worked for include: John Lewis, Ogilvy & Mather, AKQA, Detica (BAE systems), Sapient Nitro & DMG Media (Mail Group).

Some of the brands I've worked on include: EE, BAE Systems, HSBC, Thortons Chocolates, Jack Daniels, Jaeger, Sony and John Lewis.

EXPERIENCE

JJW Design

Present 2016

Working as a freelance UI Designer and with private clients in Lancashire and Cumbria.

John Lewis Partnership

Jan 2015

Senior UI designer

I worked on my own as a Senior Designer on the John Lewis Partnership website. This is where consumers sign up to the company's loyalty card scheme. I was asked to evaluate the current site and present some best practices on how improvements could be made to the website.

DMG Media

April 2014

Senior Designer

The Mail Group websites have some of the highest readership in the world. I joined a small team consisting of a UX Designer, Project Managers and Front End Developers to redesign the Mail Travel website which was dated and difficult to use. Working closely with UX I produced the initial concepts and then the final design over several months.

Communicator World

April 2014

Senior Designer

I produced concepts and the final design for a social media campaign for JD Honey, Jack Daniel's new beverage to the UK. The design took a vintage look and feel and also took inspiration from the 'King Bee' tv advertising.

Detica (BAE systems)

April 2013

Senior Designer

I've contracted on two occasions for Detica which is part of BAE Systems. I initially worked on a BAE website redesign as part of a small design team helping to develop some early concepts. I later worked on designs for the new EE website producing some responsive layouts for the checkout process. I also worked on a pitch for Eurostar.

SKILLS

- Art Direction experience, including brainstorming, creating scamps and creating concepts.
- Experience with UX Design methodologies. Working in collaboration with UX Designers.
- Experience of working on Agile projects.
- Good working knowledge Adobe Creative Suite.
- Creating design prototypes and wire-framing.
- Producing visual assets and style guides.
- Written, verbal communication and presentation skills to clients and the wider project team.
- Understanding of visual design principles for touch screen mobile/tablet devices.
- Ability to manage my own projects as sole designer or as part of a larger team.
- Ability to take full responsibility for the design from initial concept through to final delivery.
- Keeping up to date on latest UI/UX/Front-end trends with a passion for design and creativity.

REFERENCES

Julie Kennedy

(Head of UX) DMG Media
Julie.Kennedy@dmgmedia.co.uk

Sean Roberts

(Creative Director) Communicator
sean.roberts@communicatorworld.com

ADDITIONAL

Qualifications

BA (Hons) Product Design
Staffordshire University
(1993)

Software (Mac)

Adobe Creative Suite:
Photoshop, Illustrator, Indesign,
Fireworks, Lightroom
Sketch (basic)
Balsamic
Slickplan
InVision

Interests

Mountain biking
Fell walking
Volunteering
Conservation work
Photography
Green woodworking
History