

Russell Webb

Creative Lead | Lead UX/UI | Creative Director | Senior Designer | Design Guy

Based in central London

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Key skills

I am a creative lead specialising in UX and mobile with an expertise in branding, concepts and print. I have over fifteen years' design and managerial experience in brand ID, translating business requirements, pitch work and have implemented digital concepts across many industries including financial, home ents, telecoms, FMCG and retail.

Work experience

- 11/16-05/17: **Lottovate**
Global digital lottery services provider
Job title: **Lead UX / UI Designer - Contractor**
Pushing UX innovation and engagement to both attract and retain players for a digital lottery provider who have been partnering with state lotteries and charitable organizations in order to build their digital channels.
- 04/12-10/16: **Sportingbet / GVC**
Online Betting and Gambling Company
Job title: **Lead UX / UI Designer (Team:3)**
UX/UI design lead at one of the world's largest online betting and gaming companies involves me wearing two hats;
- One as an industry expert with the visual design authority to put a personal stamp on the creative direction of 14 different territories
- The other as a hands-on key influencer to business at the bleeding edge of some exciting new design technologies.

With extensive visual design experience and communication skills in visual, verbal, written and formal presentations my role essentially involves putting the user and their needs ahead of features and technology.
- 07/11-12/11: **Steely Eye Digital Media**
Creative and technology agency specialising in the mobile space
Job title: **Creative Director (Team:4)**
- Lead creative work in new business and existing clients, including concept/design and interactive/web/mobile web and app design
- Deliver a concept to its completion in a professional, engaging and persuasive manner
- Clearly communicate and educate creative direction to all departments
- Manage art direction, design, copywriting, and UX/UI plus creative tech
- 04/11-06/11: **Loky.me**
Start-up App house with its roots in game development for Motorola
Job title: **Creative Director**
- Developing app marketing concepts across Loky.me
- Designing for Android, Blackberry and Nokia with a passion
- 03/10-03/11: **MIG (Mobile Interactive Group)**
Job title: **Creative lead**
- Mobile web and App design for Barclaycard / Barclays across iPhone and Android
- Consumer experience and App concept generation for M&S, New Look, Rimmel and many more

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- 01/09-02/10: **Freelance Creative Lead**
Job title: **Senior Creative**
 - Brand ID, logo refresh, wireframe and new online presence for Parisian IT supplier APS
- 02/08-12/08: **Coutts Creative** - part of the Bezier Group
 The largest retail marketing design agency in the UK
Job title: **2D Retail Group Head (Team: 6-8)**
 Group Head specialising in BTL solutions for many UK brands incl: 3 mobile, GSK and Disney.
 - Instrumental in three successful pitches generating £1.8M in client spend
 - Lead creative for retail orientated campaigns for Superdrug, Asda, Sainsbury and Warner Bros
- 11/07-02/08: **Freelance Brand Designer**
 Design and consultation for service and town planning in emerging markets.
Job title: **Senior Design Consultant**
 Contracted brand and design consultant for Czech industry-leader in parking solutions
 - Developed brand ID directions for Al Wasl, a US\$12 billion urban community in Riyadh, Saudi.
- 10/05-10/07: **Allen International**
 A Top 50 international design consultancy specialising in financial branding.
Job title: **Senior Designer** - Branding (contracted)
 Brand designer for international financial clients.
 - Designed a flexible graphics interior grid, kit-of-parts brand ID and communications for several European banks, including literature, signage and eventual guidelines.
- 03/04-04/05: **Gardner Stewart Architects / Tibbalds Planning & Urban Design**
 One of the UK's leading architecture and master planning practices.
Job title: **Head of Graphics**
 Lead graphics creative for a 50+ architecture and planning practice in London Bridge
 - Department head and Brand Guardian - managed the two companies' brand direction.
- 10/98-03/04: **image100**
 A Corbis owned top five image library with over 20,000 images available in 40 countries.
Job title: **Senior Designer (promoted from retoucher upwards)**
 Responsible for the complete brand awareness of the image library 'image100' in Soho.
 - Brand ID - to include brochures, catalogues, cd design, photo-shoots DM and advertising.

Education

- 09/91-07/94: **Ravensbourne College of Design and Communication**
 2:1 3D design - BA Hons
- 09/90-07/91: **Bournville Art College**
 Distinction in foundation studies
- 09/85-07/90: **Haybridge High School**
 2 (A) levels and 10 GCSE including Maths and English

Software

Creative Suite CC - instructor level: InDesign / Photoshop / Illustrator / Acrobat
 MS Office

UX tools - Low and High fidelity prototype software: SketchApp / Omnigraffle Pro / Balsamic / Azure / Invision / XD
 Web languages HTML and CSS

Interests

Travel - Around-the-world tour including SE Asia, Australia, South Pacific and North America

Other - Furniture / Product design, Mobile First, Information Design, 5-a-side football, French

Referees are available upon request.

Tags: Creative Direction, User Experience Design, Branding & Identity, Graphic Design, Mobile Devices, User Interface, Art Direction, Logo Design, Corporate Identity, Mobile Internet, Online Advertising, Marketing, Illustration, Customer Experience, Android UI, Illustrator, Sketch App, User Interface, Adobe, Brand Development,

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