

Gareth Ormerod

Curriculum Vitae

+44 (0)7837 884 397 www.garetho.com info@garetho.com

- Profile**
- I am an interaction designer with 15+ years experience working across visual, UX and brand. Having worked in both design agencies and in-house product departments, I have gained experience of working with complex large scale builds as well as smaller fast paced projects.
- I enjoy working collaboratively in cross-disciplinary environments, learning through pragmatism, producing robust purposeful design solutions and ultimately learning from others.
- Skills**
- Working with Agile methods as a member of a large or small team
 - Experience of ideation workshops and problem defining
 - Creative art direction
 - Presenting to key stakeholders
 - Assistance in the design management process
 - Giving feedback to team members
 - Creation and implementation of design systems
 - Production and management of assets for build
- Career**
- Telegraph Media Group
Senior Interaction Designer (Contract)
August 2014 – June 2015
-
- Worked as a lead interaction designer embedded within both UX and editorial design teams on the replatforming and redesign of the newspaper website.
- My involvement in the project spanned the whole 14 month process from the initial concepting phase to get stakeholder buy-in, generation of responsive grid and building blocks, brand development in conjunction with the printed newspaper redesign through to management and production of build ready assets and style guide. The project was run in an Agile environment with weekly stakeholder presentations and internal team reviews.
- Razorfish - London
Senior Interaction Designer (Contract)
June 2013 – May 2014
-
- Lloyds Bank
Developed a set of propositions to guide the next phase of the digital transformation programme. An extensible development framework was needed which would broaden and deepen the relationship with the customers and guarantee a successful outcome for future initiatives.
- As a member of a team comprised of senior staff from the bank and agency providing visual and UX support, I was involved in co-creating a set of

hypotheses which would be ideated upon and developed into prototypes. These were user tested and iterated on to define what was to become the first delivery project, enhancement of the internet banking experience.

A blended Agile/Lean UX approach was adopted and ran both in the agency and on-site at the bank.

Sapient Nitro - London
Senior Visual Designer (Contract)
August 2012 - April 2013

McLaren: Design lead for website design including concept and art direction of product imagery. Other clients: Vodafone, NatWest Bank, MasterCard

R/GA - London
Senior Visual Designer (Contract)
February 2012 - July 2012
Clients: Getty Images, Virgin Atlantic, O2 and Unilever

Syzygy - London
Senior Visual Designer (Contract)
October 2011 - December 2011
Clients: Mazda, AutoVista

Pod1 - London
Senior Digital Designer
August 2010 - August 2011
Working primarily on e-commerce solutions for luxury and fashion brands.
Clients: Harvey Nichols, Hackett, Net-a-Porter, Gieves & Hawkes

Everything Design - Auckland
Senior Designer
November 2008 - April 2010
Point of contact and responsible for all digital output in a small boutique design agency in Auckland New Zealand. I also produced numerous brand and print based design projects.

1999 - 2008
TBWA Manchester - Senior Digital Designer
BDH Advertising - Digital Designer
Elmwood Brand & Design - Graphic Designer (Contract)
The Practice - Graphic Designer (Contract)

Education

BA(Hons) Graphic Design
Sheffield Hallam University

Awards and
Recognition

Webby Awards

Harvey Nichols website - Honoree, Best Visual Design

Net Magazine Awards

Harvey Nichols website - Nomination, Site of the year

W3 Awards

Harvey Nichols website - Best in show

Roses Design Awards

ghd website - Best website

Big Chip Awards

ghd website - Best e-commerce

NZBCF Street Appeal poster

'I Love Type: Futura' published by Victionary