

Gary Ford

SENIOR DIGITAL DESIGNER

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CAREER GOAL

To create memorable user experiences.

Specialising in the creation of eye-catching, user-focused design and development of a comprehensive range of digital design media including EDMs, landing pages, digital infographics, UI and brand aware online environments - improving user experience and enhancing brand marketing.

I have worked with many leading brands including Google, Microsoft, Honeywell, IBM, VMware, 3M and HP/HPE, developing a wide range of digital environments that incorporate the latest design trends and developments in technology - to create cutting edge, and memorable, user experiences.

WORK EXPERIENCE

SENIOR MULTIMEDIA DESIGNER | 2017 TO PRESENT
EXPANDI GROUP (TOP 5 UK B2B MARCOMMS AGENCY*)

Designing, developing and launching digital marketing campaigns for clients including Google, IBM, Microsoft, AMD, Citrix, HP and VMware. This involves liaising with EMEA Account Managers and stakeholders, and working as part of the Expandi digital team to create successful projects that win approval and praise from client brand ambassadors.

"The best partner campaign we have seen from an agency."
Sharleen Tuite, Partner Marketing Manager, Google Cloud

SENIOR GRAPHIC & UX/UI DESIGNER | 2013 TO 2017
HONEYWELL (CONTRACTS)

Working on a variety of projects for the Honeywell User Experience design team, developing new ways of enhancing user experience for Honeywell products. This included liaising with senior management and stakeholders to create marketing materials and video user journeys, as well as re-designing product branding and literature following UX testing.

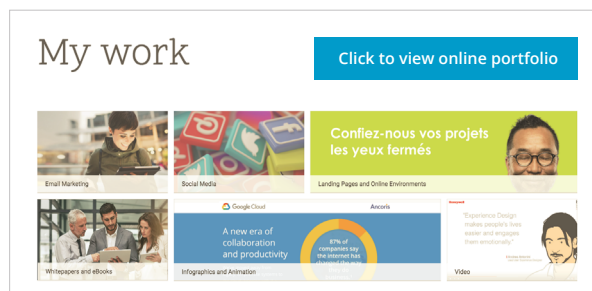
"Great work. I'm sure every Honeywell User Experience studio will be jealous. A great asset for promoting Honeywell."
Gerard Jorna, Director EMEA, Honeywell

GRAPHIC & MULTIMEDIA DESIGNER | 1998 TO 2017
THE DESIGN WORKSHOP

Specialising in brand elevation, web design, email development and UX/UI design, including extensive video work in the UK and US. Working closely with clients and colleagues, often to tight deadlines, I intuitively interpret client expectations and identify the target audience to create 'clean' and effective user-focused design.

"A great people person, Gary is very innovative and knows all of the current techniques. He is all about the product and extremely passionate in his work."
Richard Macfarlane, Managing Director, RFIB Group

PAST PROJECTS & CLIENTS



KEY SKILLS

Adobe CC	●●●●●	UI Design	●●●●●
HTML5/CSS	●●●●●	UX Design	●●●●●
Email marketing	●●●●●	Infographics	●●●●●
Landing pages	●●●●●	Video	●●●●●
Web development	●●●●●	Motion Graphics	●●●●●
Google Analytics	●●●●●	Camera	●●●●●
G Suite	●●●●●	Pitch design	●●●●●
Design for print	●●●●●	Event graphics	●●●●●

EDUCATION

- HND GRAPHIC DESIGN & TYPOGRAPHY
- HND COMPUTER GRAPHICS & ANIMATION
- OND COMPUTER SCIENCE

PERSONAL QUALITIES

- Very high standards of attention to detail and good team player.
- Committed to long hours and successful project delivery.
- Passionate about graphic design and user experience.

* The B2B Marketing UK Agencies Benchmarking Report 2019.