

# Gary Ford

SENIOR DIGITAL DESIGNER

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## Creating memorable user experiences.

With over 20 years of graphic design experience, I specialise in the creation of eye-catching, user-focused design, creating on-brand digital design media for bids and presentations, landing pages, digital infographics, videos and brand aware online environments, to improve user experience and enhance the brand.

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 app UI design and UX testing for 3M. 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.

*"The team exceeded my expectations on quality and delivery against project milestones, capturing the specifics of our requirements and translating them into real solutions."*  
Rob Hirst, Product Engineering Manager, 3M

## PAST PROJECTS & CLIENTS



## KEY SKILLS

Adobe CC	● ● ● ● ●	UI design	● ● ● ● ●
InDesign	● ● ● ● ●	UX design	● ● ● ● ●
Bid design	● ● ● ● ●	Infographics	● ● ● ● ●
Landing pages	● ● ● ● ●	Video	● ● ● ● ●
Web development	● ● ● ● ●	Motion graphics	● ● ● ● ●
Presentations	● ● ● ● ●	Camera	● ● ● ● ●
Interactive pdfs	● ● ● ● ●	Email marketing	● ● ● ● ●
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.