



**NAME** James O'Dwyer  
**LOCATION** Anywhere with a nice bed!

**TELEPHONE** 07525 644378  
**WORK** <https://tinyurl.com/yb6hqh3n>  
**EMAIL** hello@jamesodwyer.co.uk

**ABOUT ME** I am a dedicated User Experience & Digital Creative involved in building engaging and immersive experiences that connect with people on a user centric level across various digital platforms. The role involves taking client briefs and working on independent projects from concept stage through to completion using agile and service design principles. Managing a team is an important part of my role and I enjoy getting involved in all aspects of the delivery.

I am a passionate about technology and am an original thinker who loves to help clients reach their full potential.

The key steps I engage in are; design sprints, discovery, UX, UI, prototyping, scamping up ideas and hi fidelity visuals. All of which form the creative direction. I relish being a part of the organic process and being able to deliver briefs on target, financially and creatively.

I have been fortunate enough to have been involved with some heavy weight brands, delivering solutions across multiple platforms and mobile applications.

Examples of the brands I have, and remain, involved in, are Doctor Who, Comic Relief, Anchor, Müller Cravendale, Guinness, Sony, SKY, SKY Sports, MySingleFriend, Expedia (Global), Nationwide Building Society.

**FAV WORK** My work has been recognised by Cardiff Design Festival, Glug Networking, Teschan Books, World Travel Awards.

My favorite works would have to be:  
BBC - Doctor Who  
Cravendale - Last glass, online version  
Müller yogurts - How milk is made  
Anchor Butter - Make a Moooo  
Anchor Quirly Cream - online blog  
Guinness - Infinity Bar  
Comic Relief - Donation app  
SKY - Customer app  
Sky Sports - Living for Sport  
Sky Sports - Moments  
Expedia - Responsive conversion  
Nationwide - Tablet application

## EXPERIENCE 2010 - PRESENT

### User Experience & Digital Creative

Various clients

Nationwide Building Society, Expedia, SKY Sports, Booking.com, EA Sports, MySingleFriend.

### 2008 - 2010

#### Freelance Lead UI / UX Designer

Various clients

Muller, Sky Sports, Sky, ECCO, Drinkaware, Nickelodeon, Hasbro Toys, Disney, UEFA, BBC, Comic Relief.

### 2006 - 2008

#### Senior flash designer

Carlson Marketing Bristol

Interactive Design and Art Direction for digital advertising campaigns and web sites on large FMCG accounts.

Clients include:

Guinness, Hyundai Cars, Anchor Butter, Cravendale Milk.

### 2005 - 2006

#### Middleweight/Senior digital designer

Sequence Collective Cardiff

My key role at Sequence was to oversee conceptualising, interaction design, graphic design, animation, art directing and production of online advertising campaigns and microsites, large web builds, games graphics and some action scripting.

Clients include:

BBC Doctor Who games, Welsh Whiskey, The Principality, Cardiff University.

### 2000 - 2005

#### Junior/Middleweight graphic designer

Vsi-thinking Cardiff

This varied role involved me in all aspects of the design process, and gave me a sound technical understanding of how technology and design can exist together.

## TOOLS Creative

Sketch, Invision, Photoshop, Illustrator, After Effects, Framer, Axure, Scamping, HTML & CSS.

### Process

Agile @ Scale, Agile, Design sprints, UX workshops, User interviews, User testing, Slack, JIRA & Trello.

## ENJOY General

Cooking, surfing, gym, new technologies, eating, swimming, my lawn, my family, cycling, meeting new people, travel, experimenting with indian cooking, Lego.

### Films

Taxi, Apocalypse now, Scareface, The God Father, Star Wars, Dune, Anything Marvel, Kill Bill, City of God, Alien, Tron, Guns of Naverone, Blazing Sadles, Train spotting, Twin Town, Close Encounters of the Third Kind, the list goes on...

### Music

One word - eclectic!