

# Curriculum Vitae – John Paul Woods

## Contact Details:

Address: Flat 6, Bowater House  
12 Manor Road  
Teddington  
TW11 8BN

Telephone: 07515 853695

Email: john@john-woods.net

Website: www.john-woods.net

## Summary:

- A senior digital designer with ten years contracting experience working in both agency and client side roles
- Solid new business & account development track record with extensive experience in developing designs for new business pitches
- Accustomed to producing work of high quality when working to exceedingly tight deadlines
- Lead Designer / Art Director across multiple clients in numerous industry sectors

## Technical Skills:

- Adobe Photoshop
- Adobe Fireworks
- Adobe Indesign
- Adobe Flash
- Adobe Illustrator
- Adobe Acrobat
- Microsoft Office

## Professional Experience:

April 2012 - Sept 2012      **Tobias & Tobias**  
**Senior Application Designer**

Client: **Deutsche Bank**

- Creation of initial design concepts for the Foreign Exchange Windows Application
- Management of junior visual designers and development of close working relationship with UX team
- Production of final designs and design assets for offshore developers
- Creation of interaction guides and design packs for client sign-off

Jan 2012 - April 2012      **Catch Digital**  
**Lead Visual Designer/UX Designer**

Clients: **Christian Aid, Caterham Cars, Bounty**

- Overall responsibility for concept design and finished design templates for new Christian Aid site
- Creation of wireframes and design concepts for Bounty community site
- Lead designer for Bounty Baby Name IOS App
- Lead designer for My Caterham site and concept designs incorporating the new brand positioning

Oct 2011 – Jan 2012      **Seren Partners**  
**Lead Visual designer/UX designer**

Client: **S J Berwin**

- Responsible for the creation of wireframes ensuring functionality and UX met client requirements
- Creation of various concept designs for presentation to internal stakeholders
- Creation of templates from visual designs
- Management of junior designers ensuring outputs from the team were of high quality

Jun 2011 – Sept 2011      **Proximity London, Spring Digital and Catch Digital**  
**Various Contract Positions - Senior Digital Designer / Art Director**

Clients: **Pampers, Uncle Bens, Capital One, MAX Factor, Oral B, Lloyds TSB, IDEA, Spink Auctions, Caples Awards, Huntress Group, Snazaroo**

- Lead senior designer across multiple web, email & online advertising projects for P&G Group including Pampers Born to Play, Uncle Bens Express Rice & Oral B Pro Expert
- Working to extremely tight deadlines and liaising with Account Managers
- Art Director for John Caples International Awards 2011 and recruitment websites

Feb 2011- May-2011      **Precedent Communications Ltd, London**  
**Senior Digital Designer**

Clients: **Trinity Laban, COI, The Pensions Regulator**

- Lead designer for the Trinity Laban pitch where the client selected my design concept
- Use of latest technology for the Trinity Laban project including HTML 5 & CSS3 to create a customised prospectus
- Project and design lead for COI bConstructive
- Working to tight accessibility standards for a wide audience range for The Pensions Regulator Interactive Tools - creation of prototypes with Axure and attendance at usability sessions carried out by Nomensa

Nov 2010 - Jan 2011      **bSkyb, Sky Creative**  
**Senior UX Designer**

- Overall responsibility for all registration designs and forms
- Implementation of correct usability and accessibility standards initiating a project of redesigning all of Sky iD based on user testing; I pitched my project idea to the internal teams and managed the redesign of all email newsletters, forms and alerts as well as maintaining the current pages and designs while new functionality was introduced
- Adopted the agile process of working

Oct 2010 - Nov 2010      **Detica; Vodafone**  
**Senior UX Designer**

- Designing tools & services to assist internal departmental staff with daily tasks including car hire, booking meeting rooms, employee contact look-ups, security passes and access processes
- Presentation of designs to department heads
- Working in an agile environment with an offshore development team based in India

Sept 2010 - Oct 2010      **Grand Union**  
**Senior Digital Designer**

Clients: **Carphone Warehouse, Waitrose**

- Design of new templates for The phone house.de ecommerce site based on existing concepts. This included find store, shopping carts, wish lists, promotional assets, registration process, product lists and detail pages
- Design of promotional site for Waitrose cookery schools from client brief to finished design

Aug 2010 – Sept 2010      **Sapient Nitro, London**  
**Senior Digital Designer**

Clients: **Vodafone**

- Enhancement of VIP Website within existing styles to incorporate new functionality
- Worked in partnership with senior IA and usability experts to make enhancements to the user journey for the shopping basket and online payment systems; it was therefore essential to understand the multiple variations a complex ecommerce site can have e.g. offers, number porting, SIM only
- Working in agile environment

Feb 2006 – June 2010      **Precedent Communications Ltd, London**  
**Senior Digital Designer**

Clients: **HSBC, NHS Direct, Condé Nast, AkzoNobel, Butlins, Crimestoppers, British Heart Foundation, Age Concern, Museum of London, CABE, University of Birmingham, London School of Economics, London Stock Exchange, The Pensions Regulator, Royal Society of Chemistry**

- New business pitches won: Museum of London, Investment Management Association, Manchester Business School, NHS Direct
- International Paint – my designs were selected by the client which resulted in incremental revenues of £70,000
- Museum of London – development of a number of concepts which widened the scope of the client brief resulting in incremental project revenues of £40,000
- NHS Direct – development of a ‘body map’ concept which resulted in securing an additional £30,000 project revenues from the client in addition to that allocated at pitch stage

Aug2002 – Feb 2006      **Real Networks (Real Player) London, Camelot Interactive (The National Lottery), CMW Interactive London**  
**Various Contract Digital Designer Positions**

Clients: **Flybe.com, Marbles (HFC Bank), Carphone Warehouse, Renault, Hyundai, Habbo Hotel, KISS FM, Q Magazine, Telegraph, Jamster, Endemol, Hasbro, msn, BSkyB, NTL**

- Development of designs for email marketing, microsites, websites and banners
- Development of designs for national lottery games and the national lottery website working as a member of the interactive team, but also as part of a wider virtual team with numerous Camelot divisions e.g. CMS teams, development team, general marketing and brand teams

#### **Education & Qualifications:**

- University of Sunderland, **BA Hons Electronic Media Design (2:1)**
- Durham Sixth Form College, **A Level: Art (A), Ceramics (A)**
- Spennymoor School, **GCSE: 10 GCSEs grades A-C including Maths and English**

**References:** Available on request