

DAVID DANCY

JOB TITLE

SENIOR DESIGNER
UI//UX//Digital
//Integrated Designer
//Currently Available

WEBSITE

🌐 daviddancy.com

CONTACT DETAILS

✉ daviddancy@me.com
📍 London, UK
☎ 07971821608

STATUS

- Currently Available

NOTICE PERIOD

- N/A

LANGUAGES

- English
Native or bilingual proficiency
- Italian
Limited, working proficiency

SKILLS

- UI Design
- UX Design
- Prototyping
- Print Design
- Digital Design
- Integrated
- Design System
- Agile
- HTML
- CSS

TOOLS

- Adobe
- Illustrator
- Photoshop
- InDesign
- XD
- Sketch
- Figma
- InVision
- Zeplin
- Abstract
- Marvel
- Axure
- Proto.io
- Moqups

SUMMARY

I've worked for a wide range clients: **Sage, Barclays, M&G, Santander, HSBC, L&G, Paypal, Lloyds** in the Financial/ Fintech sector. **Virgin Media, Sony, Disney Store, Ralph Lauren, Shweppes, BMW/Mini, Square Enix, The Economist, Lucozade, Pottermore, UNHCR - Women, Bridgestone, 1E, Love Home Swap, AirPortr, NearSt, Portas, Sinclair, Tesco, Sainsbury's, The National Theatre, Cohæsus and Lapland UK.** These are a mix of Media, Tech and FMCG clients. The agencies I worked in for these clients are **RAPP, Ogilvy, TBWA, DBB - Adam & Eve, Chameleon, Engage Works, ORM, 9 Yards Creative, We Are Fearless, Hello Human, Tangible, Saatchi, Polymath, Blue State, Schibsted, Cedar, Sapient Nitro, Radical Company and Collective.** I'm sure I've missed some, but you get the idea, I have worked client-side and agency-side on a number of different roles.

Before a return to contracting I was **Senior Digital Designer** for Digital Entertainment at **Virgin Media.** For 5+ years I worked across across a wide range of projects. including: Web Design, Advertising, Smartphone interface Design and Google search integration. Previous to VM, I was freelance for about 5 – 6 years.

My strengths lie in UI Design, Digital Design, Layout, Logo and Identity, UX, Typography, Illustration and Icon Design, wireframing and prototyping. I use a wide range of tools. As well as traditional hand sketching and drawing, I am proficient across a wide range of Adobe Apps, Principally **Photoshop, Illustrator, InDesign,** and **XD.** I have extensive experience using **Sketch and Figma, Zeplin, Invision, Invision DSM, Zero Height** and prototyping tools like **Marvel** and collaboration tools like **Abstract.** I'm pretty comfortable jumping head first into using new tools and methodologies and I am also experienced in building Design Systems and using Atomic Design principles within my design process. So I'm pretty adaptable when it comes to fitting into new teams.

EXPERIENCE

SAGE MAR 2023-AUG 2023 (6 MONTHS) SENIOR/LEAD DESIGNER

This time at Sage I worked in a small dedicated team on the customer retention team. Working on project aimed at customer interaction and involvement. I worked on a redesign of Sage's Community pages which involves forums and communication avenues within the site. Working in a mobile first method and creating responsive layouts for all screen sizes and also putting together a UI kit based on full componentisation of all elements for ease of re-use throughout the site.

LLOYDS - LBG SEP 2022-MAR 2023 (6 MONTHS) SENIOR/LEAD DESIGNER

With the team at Lloyds I worked on a rebranding project across 3 properties. Halifax, Bank of Scotland and Lloyds. Working in Figma the role involved building a Design System UI kit to support the 3 brands. Working using the Atomic design principle and creating components across the board to build out the design system which is to be used by all designers working on the brands going forward. The work was accomplished within a small dedicated team and involved design and prototyping and presenting to shareholders to ensure all requirements were met and mirrored across all 3 brands.

SAGE NOV 2021-OCT 2022 (10 MONTHS) SENIOR/LEAD DESIGNER

Worked on a full **Design System build** for Sage over the course of 10 months. As Sage recently underwent a large scale re-branding. My team was responsible for pulling all of the new design elements across thousands of pages, refining and in some cases fully re-designing UI elements. Collating, defining and writing guidelines and building the Design System using a combination of tools, mainly **Figma** and the **Zero Height** platform. It was a lengthy process, but the soft-launch of the system is being well received within Sage and will enable any future designers the resources they need to create and build new and exciting products and services on the Sage platform.

WUNDERMAN THOMPSON 2019/20/21 (12 MONTHS) SENIOR DESIGNER

At WT across a number of clients, **BT, EE, Samsung, GSK, Avon, Lexus, GE, HSBC, Ingka, Microsoft and Shell.** Worked on UI Design, Email Design, DM Design, App Design and Interaction design, as well as lots of Print Design across various projects. Often working with a Creative Director to ensure that all branding elements were consistent and guidelines were being strictly followed.

VARIOUS CLIENTS 2020/2021 SENIOR INTEGRATED DESIGNER

Including **Wunderman Thompson** working across **Samsung & Shell,** Branding, App and Digital Design. 2020 was a mix of print and digital clients. **Landor & Fitch** working on **BP, KHWS, Tarara** (Publishing), **Kid's Kitchen, Samsung, BT, Virgin, Pfizer, GSK.** As well as web, mobile, app and digital products I worked on several books. Layout & typesetting, cover illustration and a lot of personal projects during lockdown.

LANDOR & FITCH 2021 (2 MONTHS) SENIOR INTEGRATED DESIGNER

I was brought on board to test the robustness of rebranding for a prestigious client (**BP**) I engaged with the client and offered Digital Design Direction on Typeface and font choices, Colour palette and usage and layout for web and mobile platforms. Testing in prototypes and rapid iterative redesigning and delivery of assets to development.

RAPP NOV 2019 (1 MONTH) SENIOR DESIGNER

Worked on **Virgin Media** at Rapp. Creating DM assets, Booklets, flyers, and other DM packs with VM branding. Working closely with the CD to ensure branding consistency and introducing new branding elements as they came in from the ATL agency.

1E LTD 2018 / 2019 (9 MONTHS) UX AND UI DESIGN

1E is an Enterprise Endpoint Security Management Solutions Company I spent 9 months with 1E helping them to create a design system which they could apply across all of their various security management platforms using Sketch, Abstract, Zeplin, Marvel, Adobe Cloud storage and a close relationship with the UI Developer team, I helped to build a design system which will enable them to apply the new design system across all existing and new products they create.

PREVIOUS EXPERIENCE

ORM (M&G)	DEC 2017 - AUG 2018 (6 MONTHS)	SENIOR UX/UI DESIGNER
AIRPORTR	JUL 2016 - OCT 2016 (4 MONTHS)	SENIOR UI/UX DESIGNER
SCHIBSTED	OCT 2016 - DEC 2016 (3 MONTHS)	SENIOR UI/UX DESIGNER
COLLECTIVE	MAR 2016 - APR 2016 (2 MONTHS)	SENIOR DIGITAL DESIGNER
THE DISNEY STORE	MAR 2016 - JUN 2016 (4 MONTHS)	SENIOR UI/WEB DESIGNER
LOVE HOME SWAP	AUG 2015 - FEB 2016 (7 MONTHS)	SENIOR/LEAD DESIGNER
SAPIENT NITRO (BARCLAYCARD)	NOV - 2014 - JULY 2015 (9MONTHS)	SENIOR WEB/UI DESIGNER

EDUCATION

Glasgow Caledonian University Graphic Design Glasgow, 1997 - 2000	Glasgow College of Building & printing Graphic Design Glasgow, 1995 - 1997
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REFERENCES

On request