



Andrew Whittaker

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I do digital design, user experience, brand design, and creative direction. Currently I lead digital design at Yozu.

ABOUT ME

Let me tell you a bit about myself

I have a multidisciplinary skill set that integrates creative knowledge with technical and business expertise. I master the best and most current design tools in the industry alongside having a strong understanding of and ability to perceive human nature and human behavior. I'm a critical thinker with an open mind, a communicator, and a facilitator.

As well as being a User Experience and User Interface Designer, I am a highly experienced front-end web developer with years of experience in technologies such as CSS/SASS, HTML, Javascript, and PHP. I have had exposure to React (inc. Native) and work daily with both Git and GULP as part of my team's workflow.

Due to my experience outside of purely User Experience, I have the unique ability to be able to approach projects from a number of angles and see pitfalls and potential issues across the entire product environment.

EXPERIENCE

This is where I have done my work

2
YEARS

2018 - PRESENT DESIGN LEAD - YOZU | yozu.co.uk

In my current role as Design Lead I am responsible for the delivery of all aspects of the user experience and user interface, project strategy and stakeholder engagement. I currently manage and mentor a team of 4 and oversee all development work through to project launch.

6
YEARS

2012 - 2018 DIGITAL DIRECTOR - KENYONS | kenyons.co.uk

As Digital Director I was responsible for the entire delivery cycle of all digital projects from initial brief, UX, design, development and delivery. I was responsible for all new business as well as maintaining existing client relationships as well as managing, developing and growing the digital team. I was part of the Senior Management Team and advised on the agencies business growth and development from a digital point of view.

14
YEARS

2006 - 2020 DIGITAL CONSULTANT | andrewwhittaker.co.uk

For over 10 years i have worked with individuals and companies of varying size to help them deliver digital solutions. I have worked both in an advisory capacity and also a hands-on one where i have designed and produced the final product.

3
YEARS

2009 - 2012 UX/UI DESIGNER - INVIEW | inview.tv

I was responsible for the UX/UI design of all TV applications for the Inview Smart box platform - from the initial brief, wire-framing and user journeys - through to high fidelity mock-ups and full documentation of application features and usability.

SKILLS

This is what I do and have done

DIGITAL CAPABILITIES

- Websites
- Mobile App Design
- Strategy
- Research
- E-Commerce Design
- User Experience
- Development

BRAND CAPABILITIES

- Art Direction
- Photography
- Campaigns
- Workshops
- Identity

CLIENTS & REFERENCES

This is who I have worked with.

PREVIOUS CLIENTS

- | | |
|-------------------------|---------------------------|
| Transport for the North | City of Liverpool College |
| NHS | Bibby Line Group |
| Everton FC | Ballyclare |
| Paddy Power | Liverpool Health Partners |
| Liverpool City Region | Icons Series |

REFERENCES

- | | |
|--|------------------------|
| Jon Childs
Liverpool City Region | Matt Eld
Kenyons |
| Nick Holland
Manchester Met. University | Luke Randall
WePlay |

Contact details available on request