



brand + experience



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## contact & education

Mike London

Date of Birth: 20 November 1970

Telephone: 07715 297349

Date of Birth: 20 November 1970

email: mike\_london@mac.com

1981-1989 Finborough Hall School

7 'O' Levels & 1 'GCSE'

'A' Levels

Technical Illustration B

Art & Design B

1989-1990 Lowestoft College

Foundation Studies in Art & Design

1990-1995 Coventry University

BA(Hons) Industrial Design

Completed with industrial training and skills in Applied Mechanics, Production Engineering, HCI Ergonomics, AutoCAD, 3D Studio, and Technical Illustration.

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## non-academic achievements

I gained both a Bronze and Silver whilst participating on the Duke of Edinburgh Award scheme.

## personal interests

Naturally I have always been interested in all forms of Art & Design, interactive entertainment and have even been known to go and play online in my spare time. My other interests lie within general outdoor activities, such as biking and family outings with my wife and two small children when possible.

I am also a keen reader and learning new things and am always developing new and interesting ideas / development techniques that exceed client expectations.

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## online details

For more information about me please visit:

- [Online Portfolio](#)
- [LinkedIn Profile](#)
- [Twitter Page](#)

## current position

Collinson Group (Collinson Product & Innovation)    December 2011 – Present Day  
London    Head of UX & Design

I work directly with all product and marketing stakeholders to manage and schedule all creative work from concept to completion leading a team of 6-8 UX & Creative Designers.

As part of my role I must have the ability to be aware of current trends, to inspire other designers, and have a holistic understanding of how to bring creative ideas together with development teams to ensure successful project delivery.

Responsibilities:

- Modern heuristic design analysis techniques
- Lean user research testing strategies and delivery for product owners
- Information architecture and user experience insight
- Concept, sketch, rapid prototype and oversight for all mobile and web products / platforms
- Collaborate to develop the digital brand guidelines with product and marketing stakeholders
- Provide compelling concepts including gamification and social solutions for CRM loyalty
- Front-end development strategies including responsive CSS frameworks
- Serve as a senior resource to inspire other designers within the group
- Project manage and communicate with all vendors, teams and business stakeholders
- Recruitment and career development for individual team members

## previous experience

MF Global    October 2008 – December 2011  
London / New York / Chicago    Global Digital Art Director

Closely collaborated with the Creative Director (based in New York) at a strategic level and played a pivotal role in growing and extending the company's brand and communications collateral across all digital media.

WPP - Young & Rubicam    October 2007 – September 2008  
Sheffield, Essex    Advertising Interactive Creative

Worked as a interactive creative for a large WPP agency creating new digital concepts for Volvo, Mazda and Ford Europe until the credit crunch affected the market.

Itineris    June 2005 – September 2007  
Ipswich, Suffolk    Senior Designer / Front End Developer

I was lead senior designer working for a local digital agency creating new brands, websites, brochures, and exhibition stands for various high profile clients.

Clear Channel Music    August 2003 – June 2005  
Oxford Circus, London    Lead Multimedia / Graphic Designer

I worked in the music industry for the largest music promoter in Europe this included designing / developing for various leading bands / events for demanding deadlines.

Turquoise    April 2002 – August 2003  
Ipswich, Suffolk    Senior Designer

I was a lead designer for a busy local design and advertising agency creating high quality artwork for various blue chip clients across all media types to very tight deadlines.



## other training & skills

I have a flexible approach to UX design, and am constantly striving to improve and develop my creative and technical skills even further. I enjoy working as part of a team, generating ideas through brainstorming and other creative processes and believe in constantly receiving feedback and input so as to produce work that raises the standard.

Other key attributes to my abilities as a designer include lateral thinking and an innovative approach to problem solving, which originates from my unique product/user centered ergonomics design background and training.

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## software knowledge

Axure RP Pro  
Adobe Acrobat  
Adobe Illustrator CC  
Adobe Photoshop CC  
Adobe InDesign CC  
CSS3 / XHTML / HTML5  
Animate CC / ActionScript  
Zurb Foundation 6 / Bootstrap CSS  
After Effects CC  
Final Cut Studio Pro X  
Dreamweaver CC  
Proto.io  
Apple Xcode



## examples of work

