Grifshead@gmail.com 07540 489683 Cooks Cottage, Great Missenden, Buckinghamshire HP16 9JW

Chris Griffiths

Get in touch.

Education

2000 - 2003

BA, Graphic Design

University of Nottingham

1998 - 1999

Diploma in Foundation Studies

Winchester School of Art

Expertise

Web / Product Design
Branding & Corporate Identity
User Interface Design
Interaction Design
Visual Design
Experimentation & Testing
Team Leader

Awards

Future Talent Award Winner 2002 The LEGO® Certified Professionals

Software

Photoshop	•	•	• •	•	•	•	•	•	•
Illustrator	•	•	• •	•	•	•	•	•	•
Indesign	•	•	• •	•	•	•	•	•	•
Sketch	•	•	• •	•	•	•	•	•	•
Figma	•	•	• •	•	•	•	•	0	0
Lunacy	•	•	• •	•	•	•	0	0	0
Eagle	•	•	• •	•	•	•	0	0	0

Experience

2018 – present / Ayima / London

Head of Design

Working alongside the COO of Ayima. I manage a team in London responsible for UI, interaction design and brand awareness across all major clients.

> **Skills:** User Research / Interaction Design / A/B Testing / Agile Methodologies / User Experience (UX) / User Interface (UI) / Corporate Identity / Team Leader

2016 - 2018 / Ayima / London

Design Lead

Managed team in London responsible for UI and interaction design for many brands including BA, KingFisher, EasyJet, World Pay, B&Q and Party Poker.

> **Skills:** User Research / Interaction Design / A/B Testing / Agile Methodologies / User Experience (UX) / User Interface (UI) / Corporate Identity / Team Leader

2014 - 2016 / Boston Ivy (IG) / London

Head of Visual Design

Responsible for all design across Boston Ivy. My role involved influencing, communicating and delivering design efforts aligned with the group's mission to provide customers and partners with clear and simple insurance alongside involvement in wider design team initiatives.

> **Skills:** User Research / Interaction Design / A/B Testing / Agile Methodologies / User Experience (UX) / Corporate Identity / Team Leader

2013 - 2014 / IG / London

Design Technical Specialist

Managed team in London & Krakow responsible for UI and interaction design of award-winning online trading platforms. Established consistent visual design across an international range of brands and products. Responsible for maintaining brand consistancy globally.

> **Skills:** User Research / Interaction Design / A/B Testing / Agile Methodologies / User Experience (UX) / Corporate Identity / Team Leader

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Portfolio

chrisgriffithscreative.com

Other

Lego Portraits by Grifshead

https://www.bowiegallery.com/ category/art-by-grifshead

> https://www.facebook.com/ Grifshead

Interests

Community Involvement
Classic Car Restoration
Lego Portraits
Photography
Cooking
Sports
Travel

Experience continued

2010 - 2013 / IG / London

Head of Design

Managed team in London responsible for UI and interaction design of award-winning online trading platforms. Established consistent visual design across an international range of brands and products. Responsible for the company rebrand in 2012.

> **Skills:** User Research / Interaction Design / A/B Testing / Agile Methodologies / User Experience (UX) / Corporate Identity

2007 - 2010 / IG / London

Senior Designer

Assembled a cross-functional design team during a period of rapid company growth. Delivered localised public-facing marketing websites and campaign assets supporting international expansion.

> Skills: User Research / User Interface Design / Responsive Web Design

2006 - 2007 / Adgrafix / London

Lead Designer

Worked on various brands including BBC, Channel 4 and Tesco. Engagements ranged from developing prototypes and conducting user research to UI design and front-end development of responsive websites.

> **Skills:** User Research / User Interface Design / Responsive Web Design / Print Advertising

2004 - 2006 / Frank Comms / London

Graphic Designer

Designed marketing campaign websites and press publications and was lead illustrator for Infographics & Iconography.

Skills: Print Advertising / Web Design / Infographic & Iconography Design

2003 - 2004 / DKNY / New York

Visual Designer

Developed critical thinking and practical skills across digital, moving images, brochure & flyer lead and photography.

Skills: Print Advertising / Web Design / Photography / Brochures

Cover Letter

Hello, I'm Chris Griffihs.

With over two decades of experience in design, I am well-versed in software such as Adobe Creative Suite, Sketch, as well as Figma. My wealth of experience in web design, product design, user interface design, UX research, logo design and development and corporate identity means that I can adapt and add value to any project utilising this variety of skills.

I understand the importance of creating designs that are not only aesthetically pleasing but also functional and effective. By using my artistic talents in conjunction with my technical knowledge I create designs that are intuitive and easy to navigate. Understanding users' needs and behaviour ensures that I create user-friendly and enjoyable brand experiences.

I am meticulous in my attention to detail with a methodical approach to problem-solving. As a team player I work closely with stakeholders, including clients, developers, and project managers, to ensure every project's success. I am comfortable working in fast-paced environments and meeting tight deadlines whilst being flexible and fluid in all aspects of my role.

As a father to an energetic 10 year old boy, family time is either spent on the side of a football pitch, taking our dog on long walks or continuing to restore my 1796 MG Midget. I have created a bespoke piece of software that enables me to continue to fulfil my passion in designing, creating and building Lego portraits.

Let's get to know each other.

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