



**Jon Ward**  
Digital Design & Art Direction

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**Tel:** +44 (0) 7889 487 844  
**Location:** London, UK

*Passionate about designing interactive digital applications, that aim to deliver a rich user experience through exciting and creative solutions. I am a highly motivated and hard working individual, with a passion for enhancing my knowledge of web based media, mobile/tablet apps and social networks.*

## Skills

### Proficient in:

Art Direction, Digital Design for websites, iOS & Windows mobile/tablet apps, Facebook apps, UI, UX, Adobe Photoshop/Illustrator/Fireworks/Dreamweaver, (X)HTML, CSS, Accessibility, Usability, W3C Web Standards, SEO, Ecommerce, HTML Email marketing.

### Knowledge & Experience of:

HTML(5) , CSS(3), Javascript, jQuery, AJAX, Wordpress, Adobe Flash/InDesign, Social Network APIs, IA, Streaming Media, Microsoft Office, Front end .NET, Classic ASP, PHP XSLT & XML coding languages, Project Management.

## Experience

### Freelance Senior Digital Designer

**AKQA, London, UK** (Aug 11 - Present)

- Designs & concepts for a new Nike venture operating across Xbox Kinect, iOS & Windows smartphone platforms.

### Freelance Senior Digital Designer

**Razorfish, London, UK** (Jun 11 - Aug 11)

- Digital campaigns and creative for the Blackberry PlayBook tablet, Facebook apps and websites. Clients included Audi, Blackberry, McDonald's, Lynx & Kurt Geiger.

### Freelance Senior Digital Designer

**AKQA, London, UK** (Mar 11 - Jun 11)

- Digital media application designs for Acer, capable of operating across all of their Android smartphones, Windows computers and tablet range.

### Freelance Senior Digital Designer

**Comic Relief, London, UK** (Sep 10 - Mar 11)

- Campaign designs and Art Direction for Comic Relief, Red Nose Day 2011 and Sport Relief 2012.

### Freelance Art Director / Senior Digital Designer

**Rufus Leonard, London, UK** (Sep 10 - Sep 10)

- Designs and creative direction for a new site for the Monster Energy drinks brand in the UAE.
- Close relationship with the client and developers to ensure the site's content and functionality portray the brand image and are suitable for in the Middle Eastern environment.

### Freelance Senior Digital Designer

**LBI, London, UK** (Jul 10 - Sep 10)

- New campaigns and designs aiming to enhance the website for one of LBI's main clients.
- General help and teaching of Front-end Development skills amongst other members of the design team.

### Freelance Senior Digital Designer

**ITV, London, UK** (Jun 10 - Jul 10)

- Graphics and online content for ITV Live and the entire 2010 Football World Cup campaign.
- Site takeovers, microsites and channel show graphics for several ITV brands & shows including X Factor, Daybreak, Emmerdale and ITV2.



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## *Experience (cont...)*

### **Freelance Senior Digital Designer / FE Developer** **Ministry of Sound, London, UK** (Apr 10 - May 10)

- Hand-coded front-end development of existing sites, using HTML, CSS & jQuery to enhance both user experience and site efficiency.
- Designs and creative for a plethora of interactive and static banners for inhouse brands and affiliate sites.

### **Career Break**

(May 09 - Mar 10)

- Travelling through South East Asia, Australasia and South America.

### **Freelance Art Director / Senior Digital Designer** **Drive Business, London, UK** (Feb 09 - Apr 09)

- Art Direction & design concepts for agency pitches, site re-brands, new web builds and mobile apps.
- Research into new and interesting ways for existing clients to drive business through iPhone apps and social networking APIs.

### **Key Projects & Clients include:**

Kelly Brook, Addict Clothing, Fat Face, Reiss & Gant.

### **Senior Digital Designer / Front-end Developer** **QED, London, UK** (Sep 08 - Feb 09)

- Hand-coded CSS designs around in-house CMS frameworks in compliance with SEO, usability and accessibility guidelines.
- Creative and designs for multiple pitches and a range of high profile clients for both web and print formats.
- Created HTML wireframes, templates and run-throughs for project development and client CMS based sites.
- Often oversaw and lead a small design team in the absence of the Head of Design. Delegating and helping others with coding and other design related issues.
- Explored researching and implementing new technologies into current and upcoming project infrastructures

### **Key Projects & Clients include:**

Creamfields, Ministry of Sound, NME, The Mighty Boosh, Sony BMG, Warner & Universal Music artists.

### **Lead Designer / FE Developer** **Angel Music & Trinity St. Joint venture** **Las Vegas, USA** (Jul 08 - Sep 08)

### **Web Designer / FE Developer** **Trinity St. London, UK** (Jun 05 - Jul 08)

## *Education*

### **BA Hons Graphic Design & Advertising** Buckinghamshire Chilterns University College. (Sep 02 - June 05)

References available on request.