

# Toby Bradbury

## Interaction Designer

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### About me

I am an experienced interaction designer with fifteen years in the industry solving interactive problems for some of the worlds biggest brands.

I write the creative brief, run brainstorms, develop concepts, prototype, plan and facilitating user testing sessions, produce wireframes, manage stakeholders, visual design and produce technical specifications.

### Skills and abilities

I use Sketch, Principle, Photoshop, Illustrator, Indesign, After Effects, CSS, HTML, Pens, Paper, Post-Its.

### Experience

2013 - Present

#### **Apple, Cupertino**

User Experience Designer

Lead UX for launch websites of new products, including iPhone X, iPad Pro, Apple TV and Apple Watch.

2012 - 2013

#### **Freelance Interaction Designer, London**

Product design for clients including the Nike Foundation, World Chess and Pentagram.

2011 – 2012

#### **Artfinder, London**

Designer

UX and visual design for social art start-up services apps, website and marketing motion graphics.

2008 – 2011

#### **BBC Future Media and Technology, London**

Senior Interactive Designer

Designer for the Story Pages for BBC News Redesign, and UX lead for multiple election campaigns. Managed three designers.

2006-2007

#### **Digit, London**

Senior Designer

Ran information design process for projects with ad agencies JWT, Cowley Porter Bell and TBWA providing interactive solutions for clients such as Sony, Coca Cola, Jaguar, Virgin and Unilver.

2003-2006

#### **Digit, London**

Middleweight Designer

Designer of interactive marketing for clients including Vodafone, Habitat, Motorola, Siemens and MTV.

2002-2003

#### **BBC**

Junior Designer

Produced daily graphics for BBC News Online. Collaborated with IDEO on R&D project to bring more youth audiences to the site.

Education	<p>2002  <b>Kingston University</b>  Graphic Design Ba (hons) 1st Class Honours.  Commendation for Interactive Media.</p>
Panels	<p>2007  <b>Fresh Digital Awards</b>  On the panel judging the 'Very Fresh Digital' award.</p>
Tutoring	<p>2006  <b>Kingston University</b>  Ran project for 2nd year Graphic Design students on interactive design.</p>
Awards	<p>2017  <b>The Webbies</b>  People's choice award: Best User Experience, Apple.com</p> <p>2011  <b>Lovie Awards</b>  Bronze, Artfinder.</p> <p>2010  <b>.Net Award</b>  Best Redesign, BBC News.</p> <p>2009  <b>The Webbies</b>  People's choice award, BBC News redesign</p> <p>2003  <b>D&amp;AD</b>  John Gillard Award, Best in New Blood Show.</p> <p>2002  <b>BBC Vision Design Award</b>  ISTD Award (International Society of Typographic Designers)</p>
Other	<p>2012  <b>Skillset</b>  Industry representative on panel for UK Universities Accreditation Programme.</p>