

# Oliver Smith

Senior Experience Designer

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## Experience

### Senior Experience Designer at VML

September 2016 - Current

- Incorporating design systems and user testing feedback to craft human-centred products in an agile workflow.
- Using customer research and case studies with user journeys and personas to create customer-centric experiences that challenge business requirements.
- Creating conceptual sketches, wireframes, visual mockups, prototypes and presentations.
- Producing testing materials and revising designs to continuously put users first.
- Collaborating with development teams to deliver and refine results of strategic user experiences and eCommerce platforms.

### Contract Graphic Designer at Creative Circle

January 2016 - September 2016

- Created advertising and social media campaigns.
- Designed experiences to highlight and sell products.
- Developed customer acquisition campaigns.

### Freelance Graphic Designer

May 2008 - September 2016

- Branded and established web presences for startups.
- Created apparel designs for clothing companies.
- Crafted marketing materials and presentations.

### Graphic Designer at The Soccer Corner

October 2005 - April 2010

- Designed sports logos and apparel for schools, colleges, universities, youth teams and international tournaments.
- Vectorised and colour separated artwork to prepare for screen printing and embroidery.
- Consistently updated website composite images.

### Graphic Designer at Rock Steady

August 2004 - October 2005

- Designed concert flyers for digital and physical distribution.

### Freelance Graphic Designer

February 2002 - December 2004

- Branded and established web presences for local bands.
- Designed merchandise, marketing materials and apparel.
- Created album and flyer artwork.

## Skills

Product Design  
Experience Design  
UI/UX Design  
eCommerce  
Design Systems  
Typography  
Prototyping  
Wireframing  
Sketching  
Composite Images  
Marketing  
Branding  
Presenting  
Animation  
Video Editing  
Photography  
Videography  
Empathy

## Tools

Artificial Intelligence  
Figma  
Sketch  
Adobe Creative Suite  
Abstract  
Zeplin  
InVision