



SUNIT PATEL

www.sp-creations.co.uk

sunitp82@gmail.com

+44 (0)7725865915



“I truly believe that you should never be 100% happy with your work. For that reason, I strive to become better at what I do, so therefore I look to inspire and keep pushing the boundaries in the digital age we live in.”

EXPERIENCE

JUNE 2015 - DECEMBER 2015

Lead Visual Designer *with* Hero

Working closely with the CEO, we highlighted important considerations such as the level of investment, investors board update and the minimum viable product to outline the initial road-map. Here we had a clear understanding of timelines and features for the product.

Responsible to defining the content matrix, user flow and wireframes for the product, constantly providing updates to the rest of team to ensure all features were feasible especially for the development timeline. Lean UX principles were applied to the UX phases such as A/B testing and focus groups to get quick instant feedback.

Leading brand workshops to discover as a team, how we all felt Hero should be branded. Key questions like customer and business value propositions, target users and what kind of market we would sit in, were critical on defining the Hero brand across all platforms.

Low fidelity designs at the beginning, were key to start user testing and evaluate how users will interact with certain elements of the product and then working pro-actively to address and adjust any issues.

Brainstorming ideas with the marketing team on how Hero should be marketed on all social platforms. Analysing the data to see which ideas were successful.

MAY 2013 - JUNE 2015

Senior Visual Designer *with* Monitise Create

Designed beautiful mobile experiences across all mobile platforms for the likes of FIFA, Fiat, Samsung and B&Q.

Responsible for being the lead designer on the official FIFA World Cup 2014 app. It became one of the most prolific digital platforms sport has ever seen with over 28 million downloads.

Worked collaborative with all departments, especially with strategy and UX to define the best mobile experience for the clients.

Experienced in presenting to internal teams and to clients. Able to facilitate a client workshop to brainstorm new ideas.

JULY 2010 - MAY 2013

Lead Digital Designer *with Kindred*

Experienced in designing on a diverse range of projects from Interactive websites, mobile websites to mobile apps, facebook apps, online games and animated infographics.

Involved fully in the interview process for junior members of the design team. Managed their working day, supported and mentored their individual progress and supervised their career development.

JANUARY 2008 - JULY 2010

Interaction Designer with Addison

Designed corporate, annual and sustainability reports websites for clients such as: Heineken, Vodafone, De Beers, HSBC, BAA, Premier League, British Airways and WPP.

SKILLS

Creative

Photoshop, Sketch, Illustrator, After Effects, InDesign, Keynote, Flash, Flinto, InVision

Technical

(X)HTML, HTML5, CSS, SASS, Basic Actionscript 2.0 and 3.0

EDUCATION

2003-2005

University of Kent

BSc Multimedia Technology and Design. 2:1 Second Class Honours (First Division).

2001-2003

Canterbury University College

HND in Multimedia Computing. Distinction.

INTERESTS

I enjoy playing five-a-side football with friends every week. My favourite football team is Manchester United and I try to go to a couple of games each season.

Since childhood, I love everything to do with martial arts. I also enjoy watching films, playing computer games and generally socialising with my friends.

REFERENCES

Trisha Patel

Creative Director
trixelpixel@gmail.com
+44 (0) 7894498396

George Mayou

Design Director
george.mayou@icloud.com
+44 (0) 7789691141