

# Josh Smith

Curriculum Vitae

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## Profile

I am a London based freelance Senior UI/UX Designer with over 11 years experience working at startups, agencies, production studios and integrated within companies.

I predominantly work on the UI, UX, interaction design and animation for products, sites, and campaigns. I am proficient in Sketch, Photoshop and Illustrator, and am comfortable prototyping and animating in After Effects, Webflow, Invision & Principle.

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## Experience

### GoCardless

UI/UX Designer, August 2016 - May 2018

At GoCardless, a fintech startup innovating in the recurring payments space, I predominantly worked on how the platform integrated with other software, and tackled large projects relating to onboarding & activation.

### Toaster (Google Vendor)

Senior Designer, July 2012 - August 2016

For over four years, I worked on Google related projects for Youtube, Campus Creative Lab and other teams. Most notably, I was Lead Designer on Google's Careers site, working across the strategy, UX and design of the site for a year.

### unit9

Senior Designer, Apr 2011 - July 2012

At unit9, I worked on clients such Mercedes, Honda and Target, and helped to hire and mentor graduate designers coming into the company.

### Stink Digital

Digital Designer, Jan 2010 - Apr 2011

Joining a small core team, I worked on award winning projects for clients such as Lexus, Ikea, Diesel & Wrangler. Most notably, a project for Lexus I was involved with won FWA site of the year - People's choice award.

### de-construct (now isobar)

Digital Designer, Aug 2008 - Jan 2010

At de-construct I worked on projects for clients such as Adidas, BMW, Grolsch and Nokia. I also worked closely with de-construct Amsterdam on international projects for Isobar.

### AKQA

Digital Designer, Aug 2006 - Aug 2008

I joined AKQA as a graduate, and after a year was promoted to Middleweight designer. I worked on clients such as Coke, Fiat, Diageo (Smirnoff, Johnny Walker), LG, Sky, Fanta and many more.

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## University

### 1st - BA (HONS)

### Interactive Media Production

Bournemouth University | 2004 - 2007

The course focused on creating digital experience, from animation, visual design and coding, the degree was a great foundation for the industry.

I gained 1sts in both my final projects and dissertation, with my final project being nominated for a BIMA award.