

# Curriculum Vitae

## Kyle Driscoll BA Multimedia Design

British Citizen

Email: [driskyle@gmail.com](mailto:driskyle@gmail.com)

Mobile: 07827 320367

Online Portfolio: <http://www.driskyle.com/>

### ABOUT ME

I am a Digital Designer based in in the UK with over 9 years experience. My focus is on web, mobile, responsive, UI/UX, graphic design and illustration.

My skills also include wire framing, prototyping, brand strategy, conceptual thinking, art direction, social media campaigning, storyboarding/story-telling and portraiture.

In recent years multi channel brand ownership has become one of my major skills which I pursue in every role as well as in my own projects.

My goal is to be part of a highly motivated environment where I can use my skills to enhance growth, engagement and awareness of whichever brands I am working with.

I want to be part of a team that wants to deliver the best in the industry.

### KEY SKILLS

#### Main Executions

- Responsive design	- Logo design	- Flash Animation
- App Design	- Emailer Design	- Print work
- Character design and development	- Banner ads	- Conceptual design

#### Software

- Adobe Photoshop - Adobe Illustrator - Adobe InDesign - Sketch	- Adobe Animate - Adobe Dreamweaver - Adobe Fireworks - Wordpress - Mailchimp	- Omnigraffle - Powerpoint - Marvel - InVision - Proto
--	---	--

## Programming Languages

- HTML / XHTML	- XML	- CSS	- Flash Actionscript
----------------	-------	-------	----------------------

## Other

<ul style="list-style-type: none"><li>- Fine art illustration (drawing and painting)</li><li>- People skills (approachable and engaging)</li><li>- Full project life-cycle (from concept to end product)</li></ul>
--

## WORK EXPERIENCE

### Days Out with Kids / The iGroup - Head of Design & UX Bournemouth (Jun 2014 – present)

Web Address: <http://www.daysoutwithkids.co.uk/>  
<https://tickets.daysoutwithkids.co.uk/>  
<https://www.daysoutcard.co.uk>  
<http://www.theigroup.co.uk/>  
<https://www.iopeningtimes.co.uk/>

I joined Days Out with Kids / The iGroup as their Head of design & UX. A start up tech company that has been going for over 12 years, the company has two distinct areas of business revenue. The first one is The iGroup (a business listings & advertising site) and the second is an attractions listing platform (& ecommerce tickets platform) that was born out of a successful social following of their Facebook page and blog.

I was brought into the company to refresh their current look and feel as well as to grow Days out with Kids with a successful brand identity exercise and social strategy. My experience across multi industries, responsive design and UX means that I have been able to help grow the business from a blog into a successful attractions ticket provider.

## Recent Projects

<p><b>Days Out with Kids</b></p> <ul style="list-style-type: none"><li>- Responsive website re-design</li><li>- Brand identity (logo, characters, web, email &amp; social)</li><li>- UX, wire framing &amp; prototyping</li><li>- Social campaigns – Easter 360 game, competitions, memes</li><li>- Social – animated videos</li><li>- Social advertising posts and adverts (Facebook &amp; Twitter)</li><li>- Responsive Ecommerce ticket platform</li><li>- Daily banner ads (Google, Bing)</li><li>- Email Campaigns design &amp; build in Mailchimp</li><li>- Blog</li><li>- App design</li><li>- Concept work: interactive colouring book, platform game, find a day out, interactive story books,</li></ul>
---

### **The iGroup**

- Responsive website re-design (mobile first)
- iOpening Times – responsive website
- Banner Advertising
- UX wire framing & prototyping
- Email template design
- Concept work: iOpening Times app design

### **Other Client Work**

- Abacus Van Hire – responsive website for bookings platform
- UX wire framing & prototyping
- Colton Care – new responsive website design pitch
- Colton Care - desktop designs (fixed existing issues with new responsive designs in current platform)

## **BeefJack - Digital Designer London (Oct 2013 – June 2014)**

Web Address: <http://www.beefjack.com/>

### **My role included:**

- responsive web design across multi platform
- brand identity rebranding (logo design, business cards, websites, decals, posters)\
- wordpress theme editing
- asset production
- game concept art
- gaming prototype (proto.io tool used)
- css styling
- flash animation and vector illustration
- pitchwork and presentations

### **Recent Projects**

- Surf Ratz – mobile platform game, website, comics
- IBM Pulse Jam – 3D game, all concept art, managed all freelancers and asset production
- Tooto – mobile app re-skin
- Chubby Werewolf/Chubby Fairy Strategy Game – logo design, character and environment concept art and asset production
- Oculus rift bike racing game (concept)
- Concursion platform game – branding
- Quiz n Win App – logo and home screen redesign (pitch)
- Lotto game prototyping, concept and pitch work
- 4 x BeefJack responsive websites – total brand redesign across all their sub brands and including their main group logo

## Other projects:

- Beacons Multimedia – brand identity, business cards & website
- Firewater Light – brand identity, business cards

## Velti Digital Agency – UX/UI Designer London (July 2012 – Oct 2013)

Web Address: <http://www.veltico.uk/>

### My role included:

- concept and presentation (delivered across multiple platforms including illustration, powerpoint, prezi and interactive cardboard models)
- mock-ups for multiple device sizes
- final designs
- delivery of assets
- css styling
- html implementation of emailers

## Recent Projects

- Walkers – Gary's Great Ingredient Hunt: <http://ggih.walkers.co.uk/>
- Walkers - Gary's Great Ingredient Hunt: 4 x emailer campaign
- Doritos – Mariachi Campaign 2 x emailers
- Printwork: Velti Whitepaper, business cards
- Vodafone banking App for Blackberry
- O2 Academy App – initial concept work and pitch presentation, asset production
- Panasonic In-flight Web Portal (Singapore Airlines)
- Virgin Atlantic App (concept)
- Ford Web App (concept)
- Telenet App (pitch)
- Skylanders Collectible Toys App (concept)

## Other projects:

Famous Faces Gaming App for iPhone and iPad

## Firewater Interactive - Digital Designer Johannesburg (Jan 2007 – Apr 2012)

Web Address: <http://www.firewater.net/>

## Projects

<http://www.barloworld.com/>  
<http://www.radiopark.co.za/>  
<http://www.friezefilms.com/>  
<http://www.ipulse.co.za/>  
<http://www.lambsonshire.co.za/>

## **PERSONAL INTERESTS**

- Illustrating stories
- Toy/Character design
- Comics
- Sports

## **EDUCATION**

- BA Multimedia Design (3 year degree)  
Greenside Design Center, Johannesburg, South Africa

## **REFERENCES**

Given upon request.