



Tim Shackman

Digital Designer | Experience Designer



Information

Nationality: British citizen

Language: English (native)

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Profile

Experienced designer with a strong sense of design composition and creative flare. A deep understanding of trends and technologies in the industry working for some of the worlds leading brands for 10+ years in-house, agency-side and as a freelancer. A technical background with a passion for developing well-crafted, engaging digital experiences. Can work across multiple projects and deadlines. Extensive knowledge in advertising/marketing collaborating with various talented teams spanning from research, testing, content and development.

Strengths

Creative thinking - Organisation - Passion - Communication - Attention to detail - Punctual

Software

Figma	InDesign
Sketch	After Effects
XD	Wordpress
Photoshop	Shopify
Illustrator	Firefly/Midjourney

Skillset

UI/UX	Graphic Design
AR	Prototyping & Wireframes
AI	App Design
Motion	Layout Design
HTML/CSS	End-to-End Design Process

Industries

Media - Publishing - Sport - Automotive - Health - Beauty - Fashion - Technology - Medical
Healthcare - Charity - Education - Gaming - Retail - Finance - Travel - Entertainment

Qualifications

- University of Brighton - School of Computer and Mathematical Sciences (2004-2008)
**BSc (Hons) with Sandwich placement - Digital Media Development
Upper Second-Class Honours (2:1).**
- A-Levels - Chatham Grammar School (2002-2004).
- GCSE's - Robert Napier School (1997-2002).
- Los Angeles College of Music - Drum Performance (Trinity grade 6 with merit).
- UK driving licence.
- Emergency first aid responder.

Work history

Hargreaves Lansdown - UI Designer, Bristol, Full-time, In-house (Feb 2023 - April 2026)

- User interface design for web and mobile.
- Agile collaboration process with research, content and development teams. A/B testing.
- Identify pain points across touch points. Develop wireframes and prototype's.
- Maintaining brand guidelines, design systems and documenting design thinking process.
- Designing for SaaS products to improve user engagement.
- Research and competitor analysis resulting in positive user interaction.

Digital Wonderlab - Digital Designer, Bath, Full-time, In-house (May 2020 - Jan 2023)

- Brand refresh and visual identity.
- Mobile app design.
- Pitch decks and presentations.

Freelance - Digital Designer, London, Agency (Mar 2013 - April 2020)

- Designing responsive, user-friendly interfaces for web, mobile and tablet.
- Email templates, banners and social media campaigns for clients such as (Converse and L'Oreal).
- User experience journey flows.
- Product usability and accessibility testing.
- Typography, iconography and infographics.
- Layout design and visual assets for multiple clients (Royal Opera House, Nike and Spotify).
- Print design for promotional materials.
- Wireframes and prototyping.
- Branding and logo design for clients such as (WGSN).
- Designing for Ecommerce.
- Utilisation of AI tools for workflow (Midjourney, Firefly, ChatGPT).
- Editing video and motion graphics.
- Designing augmented reality experiences for clients such as (KIA, Carlsberg and Blippar).
- Ability to work under pressure and manage a high volume output for campaigns.

Tag Worldwide - Digital Designer, London, Full-time, In-house (Jan 2010 - Feb 2013)

- Design and build static banners, rich media and animated GIF's.
- Motion graphic edits for (Intel and EE).

Kineo - Graphic Designer, Brighton, Full-time, In-house (Aug 2009 - Dec 2009)

- Visual design for E-learning platforms.
- Storyboarding concepts, animation and infographics.

PMA Marketing - Jr Graphic Designer, London, Full-time, In-house (June 2008 - July 2009)

- Banner campaigns and print materials.
- Building monthly Email.

Cactus Language - Marketing Assistant, Brighton, Full-time, In-house (Aug 2006 - Aug 2007)

- Graphic design.
- Search engine optimisation.