# Tim Shackman

Digital Designer | UI/UX Designer

## Information

**Nationality:** British citizen
**Language:** English (native)
**Mobile:** (+44) 7494019999
**Email:** timshackman@gmail.com
**Portfolio:** www.timshackman.com
**LinkedIn:** www.linkedin.com/in/tim-shackman

## Profile

Experienced designer with a creative sense for visual composition. A deep understanding of the design process 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. A drive for utilising AI to improve productivity and workflow within projects. Extensive knowledge in advertising/marketing collaborating with various talented teams spanning from research, 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 - July 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 - Sep 2026)

- 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.