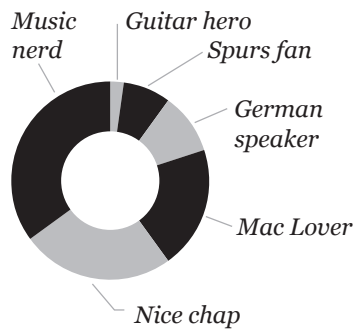


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## YAN WALTON

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Isestr. 74  
20149 Hamburg



I am a UXD & Creative Director with over twelve years experience in digital media, combined with a wealth of knowledge in User Experience Design.

Recently I have relocated to Hamburg, Germany and am looking for permanent or freelance roles whilst also learning German.

My belief is in 'design thinking' over purely visual design. To solve an interactive problem you really need to get into the mind of the user and to create intuitive interfaces with easy to digest content.

Being involved throughout the complete life cycle of a project with its many twists and turns is why I get up in the morning. However, the spark of ideas during the initial brainstorm is what really drives me.

Hands-on in my role, I am a confident, clear communicator with a 'can do' attitude. Building, mentoring, challenging and inspiring a creative team is something that gives me a massive sense of job satisfaction. I love the thrill of the daily pitch and the hunt for that little touch of magic.

And I can juggle too.

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## EXPERIENCE

12/2012 - Now

### Freelance, Hamburg

A new country brings a new challenge. I married a German girl in June, and we have moved here before Christmas. I am currently attending intensive language classes and immersing myself in Hamburg life.

\* Highlight - My first year of German Christmas Markets.

06/2011 - 12/2012

### Pancentric Digital, London - UXD & Creative Director

In my most recent role I led a creative team of seven visual and three UX designers. My main achievements include growing the team and adding user testing labs to our service offerings. I became the driving force in expanding our responsive design capabilities, and early adopter of the 'mobile first' design approach. As a board member of the 'Growth Team' I actively shaped the direction of the company.

\*Highlight - Winning pitches for The X Factor, Bluewater, DC Leisure, CBBC Newsround and Zurich SME .

05/2010 - 05/2011

### Pancentric Digital, London - Art Director

Art Directing a team of six designers in collaboration with and in the absence of the Head of Design. Apart from working on successful pitches for BBC Newsround, Kew Gardens, Burger King and GoPetplan, I designed fireworks for Disney and redesigned the Radio 2 homepage using the BBC's new 'Global Visual Language'.

\*Highlight - When the iPhone application for Burger King reached it's first 100,000 downloads.

11/ 2009 - 05/ 2010

### Freelancer, London

\*Highlight - The UK Parliament, 'Houses of History' project which was short listed for the Design Week Awards 2011.

01/2009 - 11/2009

### Travelling from Pole to Equator, The World

A year of exploration, llama farming, glacier climbing, fragmented Spanish speaking and surf seeking in South America.

\*Highlight - Breaking in horses in Argentina.

01/ 2008- 12/2008

### Cimex Media Ltd, London - Art Director

An NMA top 50 design agency, with clients ranging through education, government and pharma. Supporting the Head of Design to run the design studio. Recruiting freelance and full-time staff.

\*Highlight - Being one of the first digital agencies to work with the 2012 London Olympics branding by Wolff Olins.

10/ 2005- 01/ 2008

### Cimex Media Ltd, London - Designer

\*Highlight - Working on BBC JAM, a high profile curriculum based project to promote sports. Designing webcam games, interactive tools, motion capture 3D all delivered via a futuristic 3D sports academy.

03/2005 - 09/2005

**Freelancer, London**

\*Highlight - interactive film production for The Guardian Newspaper redesign from broadsheet to Berliner format.

09/2001 - 03/2005

**Pearson Broadband/ Designer**

At this globally recognised Publishing House, owner of Dorling Kindersley, Penguin Classics and Puffin books, I worked on the digital redesign, re-branding and content production of their in-school teaching tool, "KnowledgeBox".

\*Highlight - Winning a BAFTA for 'Offline Learning' in 2003.

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## EDUCATION

09/1998 - 07/ 2001

**University of the West of England Bristol** - BA (Hons) Graphic Design 2:1

Graduated with the 'Vinten Significant Contribution' award. Work experience for a range of companies including Codename, Focus Magazine and Bel Aire publications.

\*Highlight - Working with The Guardian Unlimited interactive department.

1997 - 1998

**Kingston University**

Art foundation: Distinction

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## AWARDS

2012 - Cogs awards - Digital - Mobile award winner - A&O iPad app

2012 - Cogs awards - Digital - Social award runner up - Kew, "Tweet & Grow"

2012 - Cogs awards - Digital - Email award winner - Petplan

2011 - Design Week Award entrant- UK Parliament "Houses of History"

2008 - W3 Awards for creative excellence on the web - "Royal Armories"

2007 - ALT Learning Technologist of the Year Awards "Best Learning Object" - SCIE interactive

2007 - Good Communications Awards - Mobile Technology Award- Direct gov Mobile

2003 - BAFTA winner - Offline Learning - "KnowledgeBox"

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## TOP 10 SKILLS

*(Changes weekly)*

**Leadership**

**User experience design**

**Client facing & pitching**

**Creative problem solving**

**Concept brainstorming**

**Team resourcing**

**Wireframing & Rapid prototyping**

**Agile & Scrum experience**

**Art directing**

**Brand strategy**

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## TOP 10 CLIENTS

*(Changes daily)*

**BBC**

**Bluewater**

**Burger King**

**Direct Line for Business**

**Disney**

**HSBC**

**ITV**

**RSA**

**The X Factor**

**Zurich**

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## REFERENCES

**James Bruce**

Head of Creative,  
Disney Online, EMEA

**Nikki Barton**

Head of Digital,  
Nokia

**Tim McEvilly**

Creative Director,  
Possible Worldwide

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**For work examples, please take a look at [www.yanwalton.co.uk](http://www.yanwalton.co.uk) - and don't hesitate to get in touch if there is a chance of us working together, or even just for a coffee and a chat.**

*If you got this far... hire me!*