

WILLIAM ASHTON

USER EXPERIENCE DESIGNER



PERSONAL STATEMENT

I'm a 35 year old graphic designer & user experience professional from Manchester.

With over a decade's worth of experience in the industry, I design for both print & web for desktop and mobile, over various platforms.

I enjoy working as part of a team on large web based projects, I have experience as a lead project manager, account handler and have hands-on design skills for various digital marketing projects, I also have over 11 years of experience working with talented programmers based around the world.

LANGUAGE SKILLS



WORK EXPERIENCE

06.2006 - 12.2011	01.2011 - 07.2011	06.2011 - Present
Print / Web Artworker / Image Retoucher	Webdesigner / Branding User Experience	Digital Designer / UX Freelance Branding
Contract Work	Internships	Freelance
liquidigloo.com	The Hub	Self found clients:
hangarseven.co.uk	BBC News UXD	psrpromotions.com
MMP Global		barbarabakerart.com
Findel Education Resources		stoneyfoldpark.co.uk
		wevia.co.uk

MY SPECIALITIES


WEBDESIGN

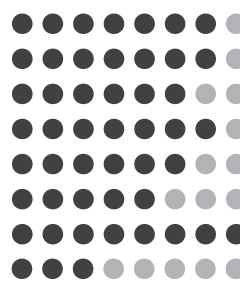

FRONT-END
DEVELOPMENT


RESPONSIVE DESIGN

MY SKILLS

01 SOFTWARE / OS

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe Dreamweaver
Adobe Flash
HTML & CSS
Office
Cinema 4D



02 KNOWLEDGE

Grid & Layout.
Typography.
Photograph Manipulation
Image editing.
Web usability.
Interface Design.
Google Analytics & SEO.
Social Media Marketing.

MY EDUCATION

10.2010 - 05.2011

Design for Digital Media / BA Hons 2:1
The University of Salford, Salford

09.2008 - 05.2010

Graphic Design & Digital Media / FdA
Macclesfield College, Macclesfield
Frances McDonnel

09.2001 - 05.2002

Graphic Design / HNC
Macclesfield College, Macclesfield
Frances McDonnel

09.1999 - 05.2001

Art & Design / GNVQ
Stockport Art College, Stockport

JANE MURISON


Head of UX&D, Knowledge & Learning, Children's, Design Research and UXa at BBC


“ Will did a user experience design placement with my team at the BBC while studying at the University of Salford.


At the time we were creating a BBC News app for connected televisions, and Will was asked to contribute early-stage design concepts. Will was enthusiastic about the work and the opportunity and contributed some great ideas to the project.


It's a challenge to create simple and elegant interaction design on TV and I felt that Will was eager and open to finding ways to meet that challenge.”


HOBBIES & INTERESTS



MUSIC


SNOW
BOARDING


CONCERTS


CINEMA


HERITAGE


TRAVELLING

Findel Careers Website

A new careers website for Findel Education Resources, easy to use and compatible with current HR requirements.

THE BRIEF

To recreate a modern looking recruitment website, branded around Findel's corporate identity, allowing the user to feel engaged and enthusiastic about working for Findel, website users can find out about the history of the company and view / apply for a new role.

APPLICATIONS USED

Mac OSX
Balsamiq
Illustrator
Muse
Photoshop



Findel UX Design

Create user journeys to reflect Findel's customers shopping habits, this involved thorough research of personas and data collecting.

THE BRIEF

To completely redesign the user journey of all 7 Findel brand websites, Hope Education, GLS, Philip Harris, AtoZ, Davies Sports, and LDA. This involved research, wirefaming, rapid prototyping, testing with code, redesigns and deployment.

APPLICATIONS USED

Mac OSX

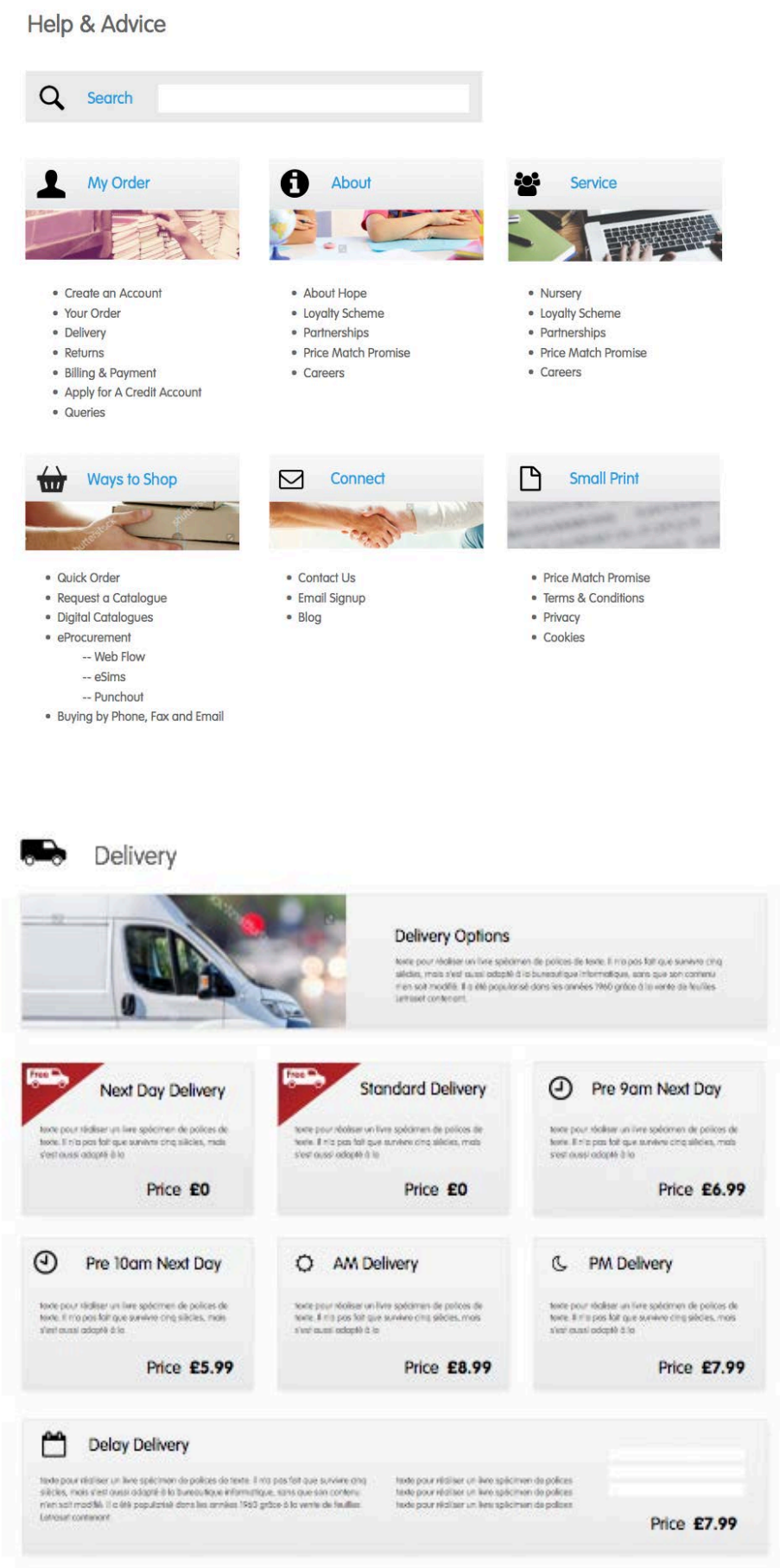
Balsamiq

Illustrator

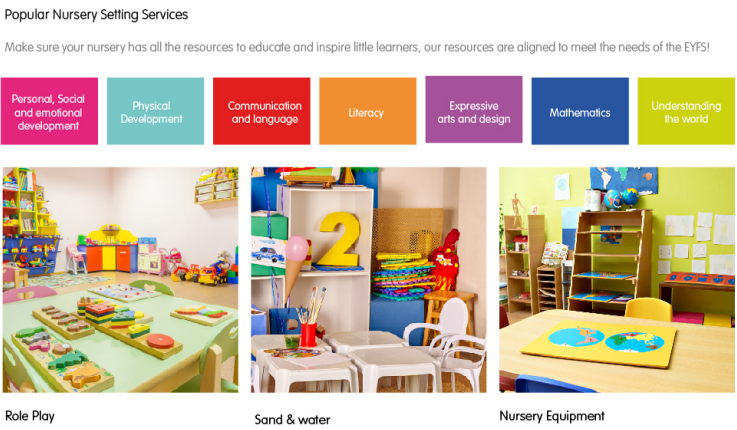
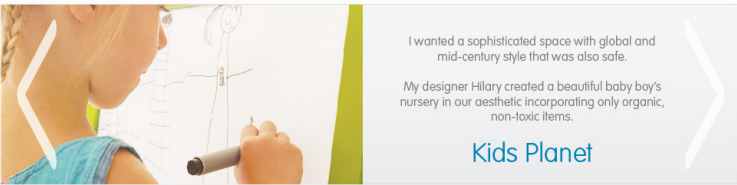
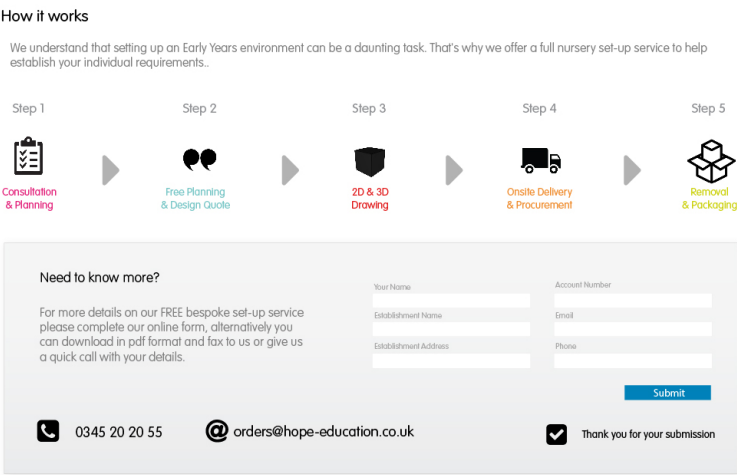
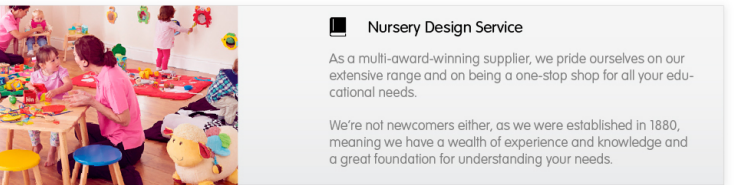
Photoshop

Balsamiq

Muse



Nursery Design Service



Kids Allowed Login pages

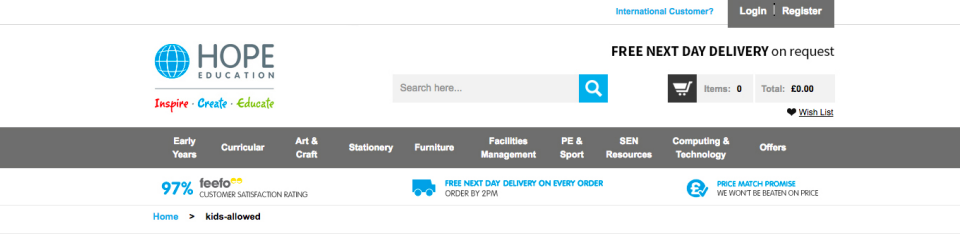
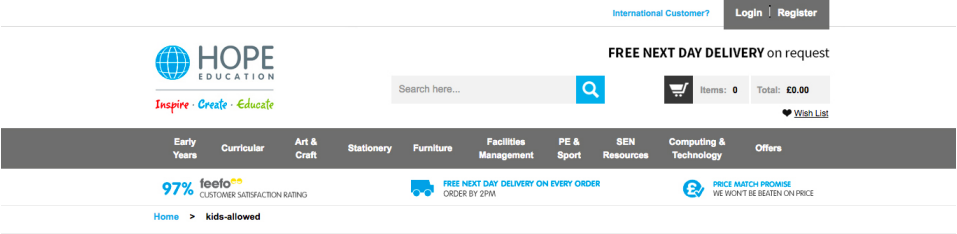
New login pages branded for Kids Allowed

THE BRIEF

To create a new look and feel for Kids Allowed to access their account from the Hope Education website.

APPLICATIONS USED

Mac OSX
Balsamiq
Illustrator
Photoshop



Kids Allowed®



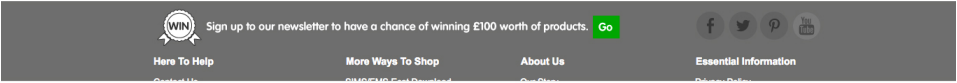
We're everything Early Years. With 1,000s of educational supplies from Messy Play, Small World, Outdoor, Role Play and Under 2s through to everyday items such as Stationery, Office and Cleaning supplies.

Remember, you can save ££££s across our entire range! SAVE UP TO 60% - To take advantage of huge savings on everyday essentials such as Art, Stationery and Cleaning Supplies, order from our 'Exclusive Price List'. But that's not all...

With over 20,000 resources at your fingertips, our extensive range includes everything you could possibly need to equip your setting.

15% OFF - You can also claim 15% discount off everything else in our range and we will automatically apply this discount to your order for you.

15% offer cannot be used in conjunction with any other offer or discount and is not applicable to contract priced items. Discount entitlement may exclude selected items from the range. If an item is returned any credits will be issued at the invoice value of the products. We reserve the right to charge full price in respect of any order where it believes that the offer is being used contrary to these terms or in bad faith. The promoter reserves the right to vary or withdraw the offer at any time without notice or cause. The discount is available for 2016/17 financial year and will be reviewed thereafter. For free next day delivery - orders must be placed before 2pm with the request of free next day delivery (UK mainland only). Price match promise and hassle free returns services, please see terms and conditions for full details.



Kids Allowed®



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UX App Design

For self employed lifestyle courier drivers.

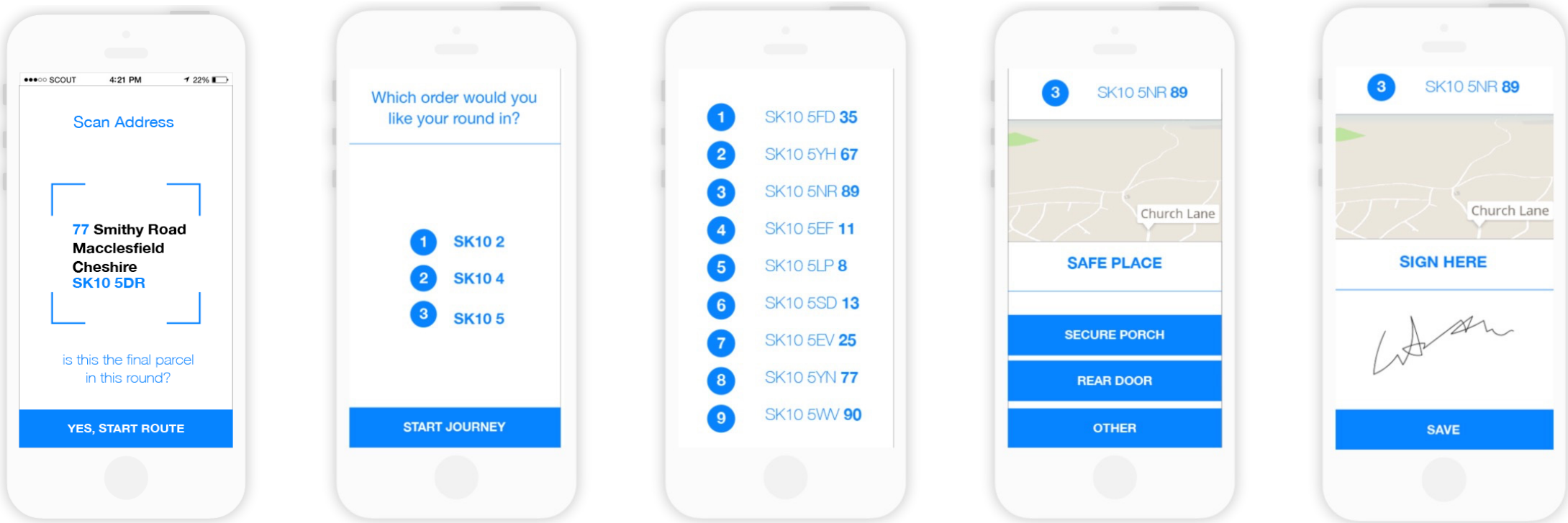
THE BRIEF

To create an easy to navigate mobile app, to allow streamlined parcel delivery for drivers.



APPLICATIONS USED

Mac OSX
Illustrator
Photoshop



Reimagined Poster Designs

For the Light Cinema in Cambridge,
Autumn 2015

THE BRIEF

To produce modern day versions of early Hollywood movie posters that have expired copyright, to be located on the ceiling of the cinema.

APPLICATIONS USED

Mac OSX
Illustrator
Photoshop



BBC North

News Interface Design for
Nintendo Wii Console

THE BRIEF

To design a concept for a News application to work on the Wii, the interface must work within given screen requirements and must feature all BBC global features. To be intuitive and functional to all demographics.

APPLICATIONS USED

Mac OSX

Flash

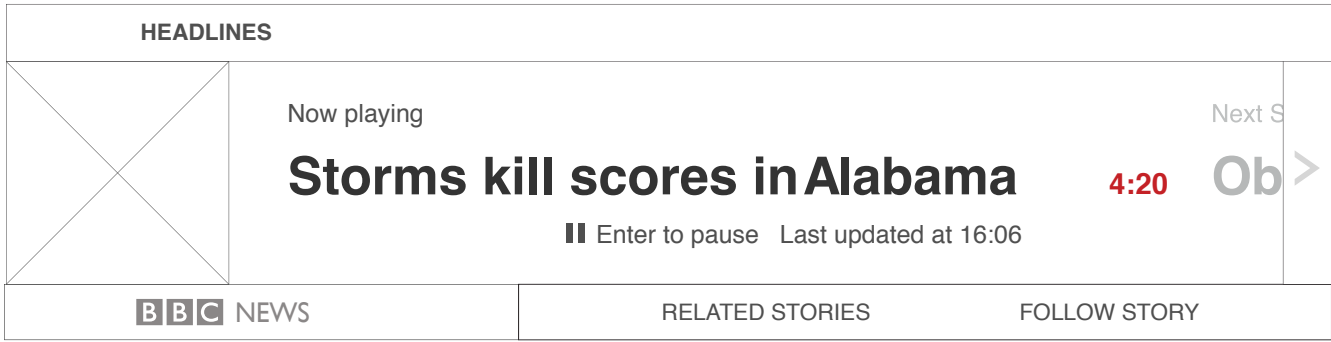
Illustrator

Photoshop



Wii Visuals

All Categories Carousel



BBC North

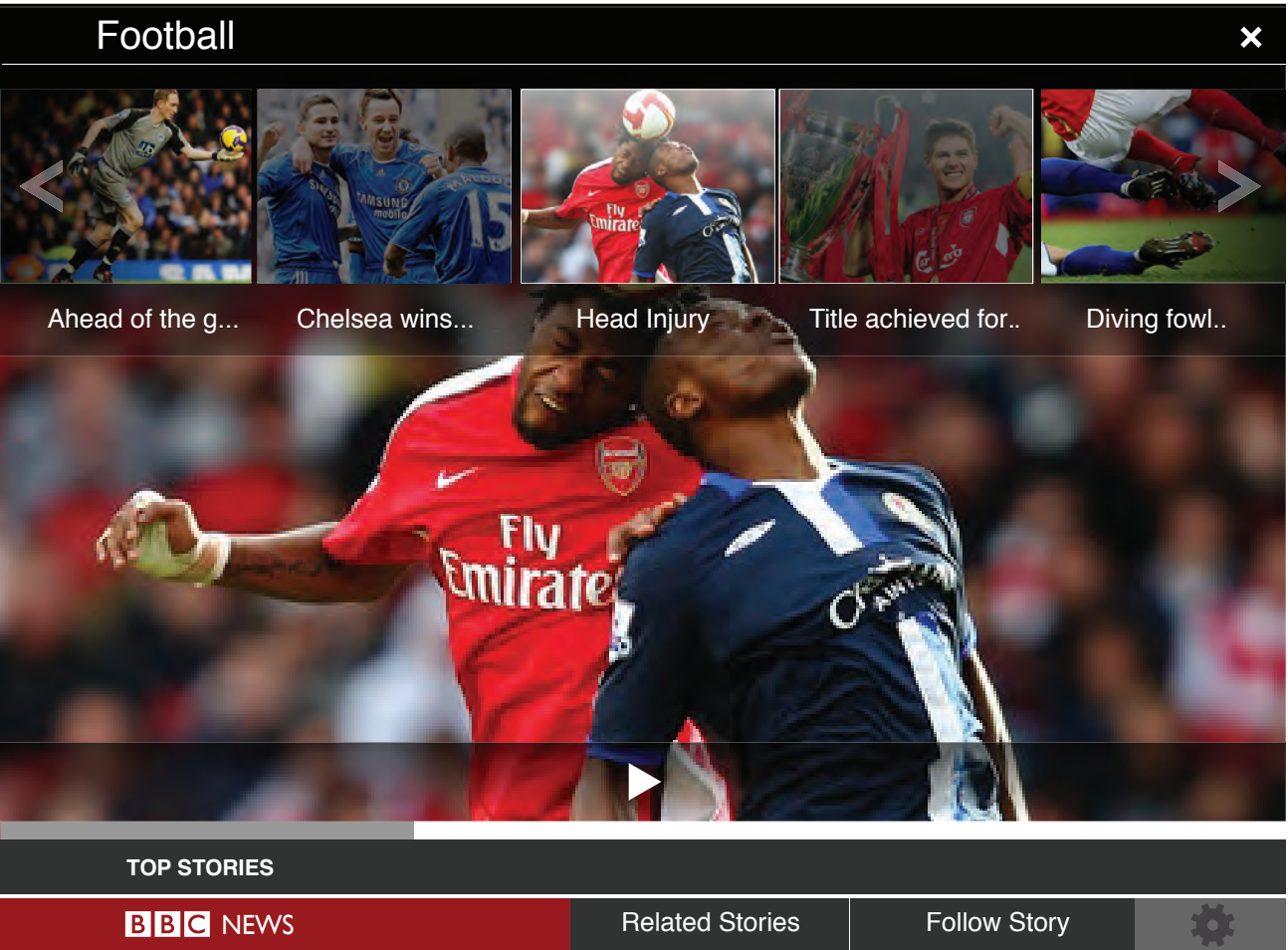


THE DESIGN PROCESS

Initial concept drawings by hand with group discussion, leading to wire-framing, then through to user testing, concluding with a working demonstration to the Creative Director of User Experience, using Adobe Flash.

SOLUTION

A user friendly interface that has the feel of the BBC without leaving the comfort of the Wii functionality, look and feel.



— Hover the cursor over the items in the carousel, the direction the cursor swipes will determine the behaviour of the carousel.

Item in the centre is always selected pressing 'A' will launch the selected categorie's area.

Barbara Baker Art

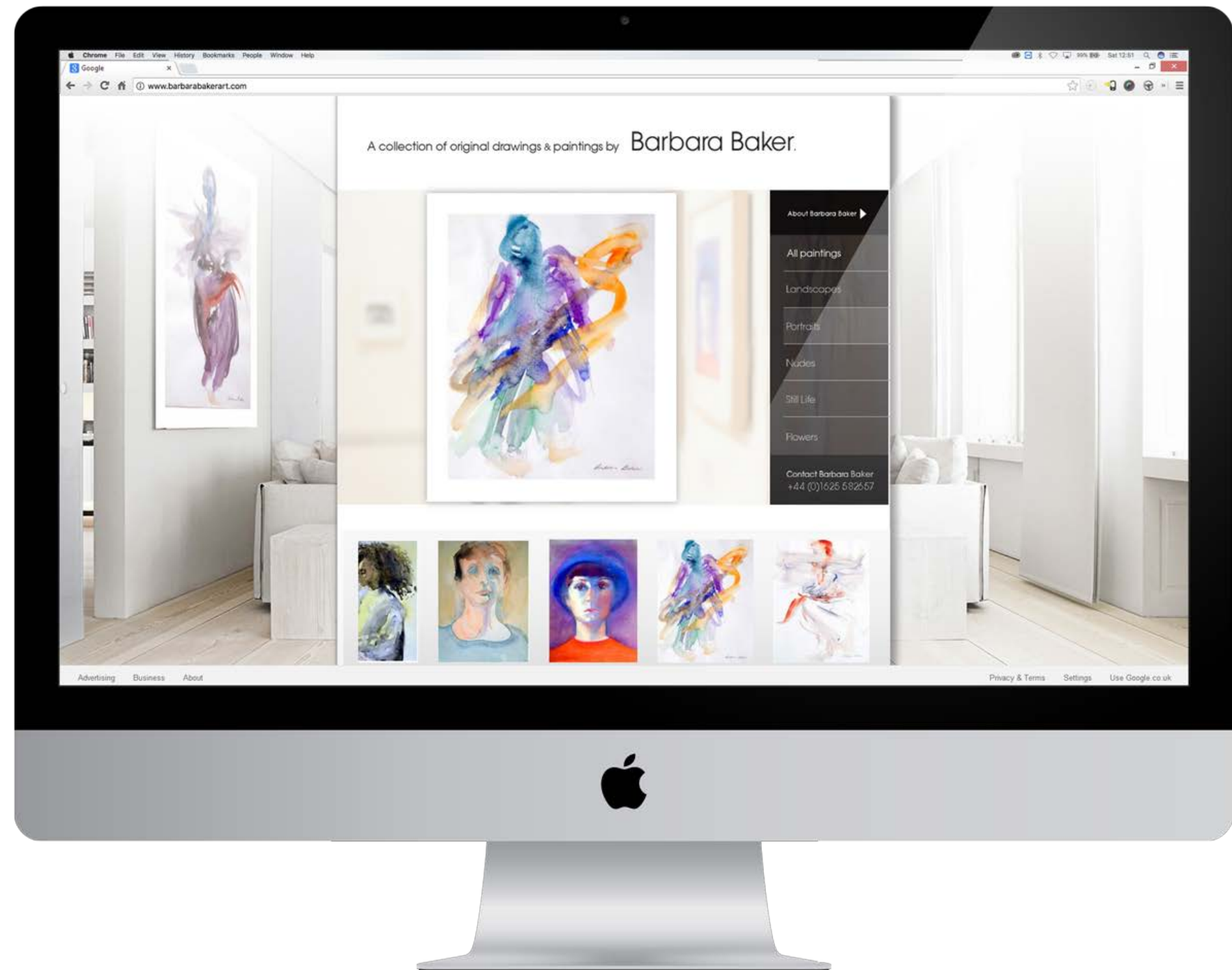
Virtual Art Gallery

THE BRIEF

To bring Barbara Baker's artwork to a global audience in an unconventional way.

APPLICATIONS USED

Mac OSX
InDesign
Photoshop
Dreamweaver



ECAT

THE DESIGN PROCESS

Initial concept drawings lead to experimentation with several stock images until I chose this strong image used in the module in Figure 2.

SOLUTION

After presenting the concept to George Martin of the Aeronautical Engineering department, my design was chosen which lead to a further thirteen module cover designs being commissioned.

FEEDBACK

It was really nice to see you at the exhibition. Your work has now been seen by the senior management team here at the college and they are really impressed by your work.

George Martin
Aerospace Training Manager



Examples of module covers that I was commissioned to produce



Figure 2

The original module design, presented to the client

WREN

Promotions

CMS Web site and Branding

THE DESIGN PROCESS

In order to understand the client I accompanied the Wren Team on a promotion in Manchester City centre to enable me to get to the roots of the company, I then went on to create the Wren Logo that strips the Wren itself to a streamlined, uncomplicated, timeless icon.

The web work followed encompassing this thought of uncomplicated and honesty that all good businesses embed.

SOLUTION

A trusted brand that demonstrates up to date information with a simple to use web site that the client can edit and update themselves.



These promotional photos were taken by myself and then heavily manipulated in Photoshop to portray a vintage drinks promotion in December 2010.



Business Stationery carrying the brand and feel of the web site.

The HUB / NHS Sefton

THE DESIGN PROCESS

Beginning with a careful assessment of Sefton, analysing local trends, slang terms, attitudes and fashion we set out as a duo to find a resolution to the problem. To deliver a message that was not patronising or stereotyping but informative with a serious undertone achieving a power message that teenagers in Sefton can appreciate and empower.

Various ideas were discussed with the design team, and new ideas were generated, resulting in promotional material and a web site front end concept.

THE SOLUTION

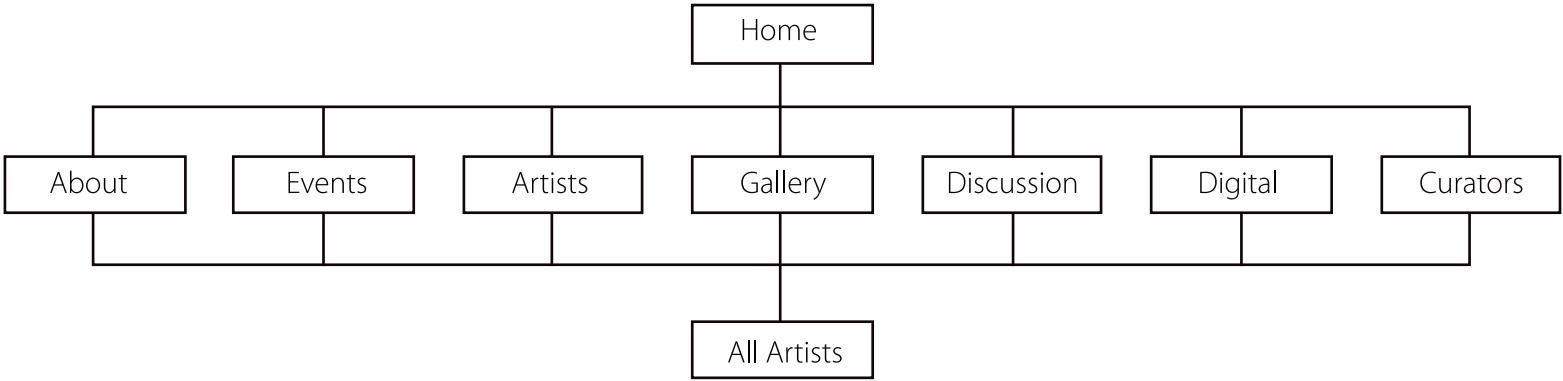
A campaign with an emblem of power, protection and fashion.

A recognisable logo crest with a Female and Male counterpart that can be united.

The message strap-line "Safe is Sexy" "Protect Each Other" promotes a strong message with a bit of fun. Brand ambassadors, Promotional material branded with logo alternatives.



Design By Day / Cornerhouse

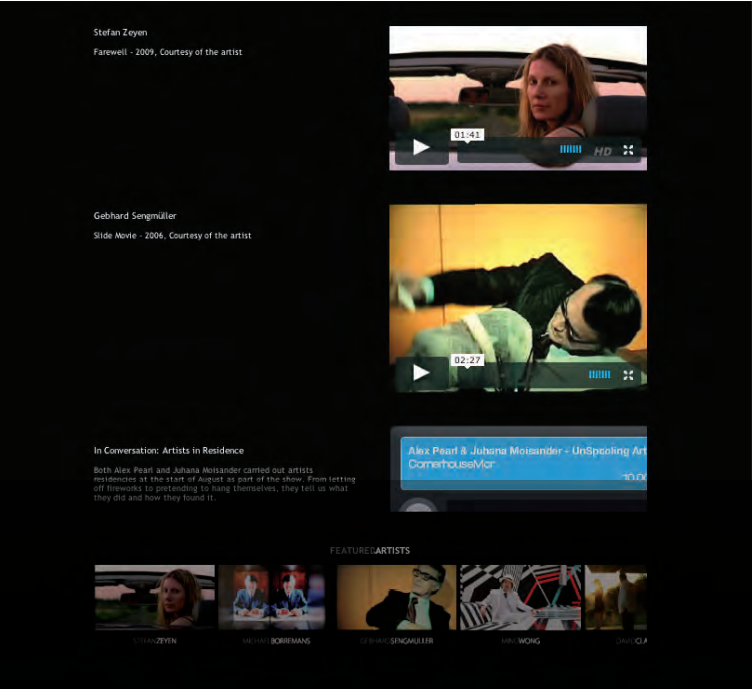
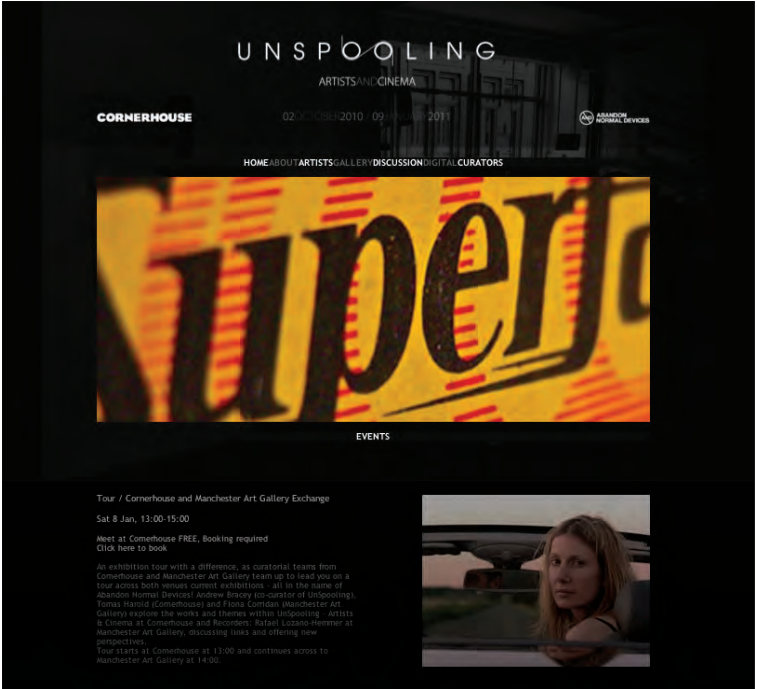
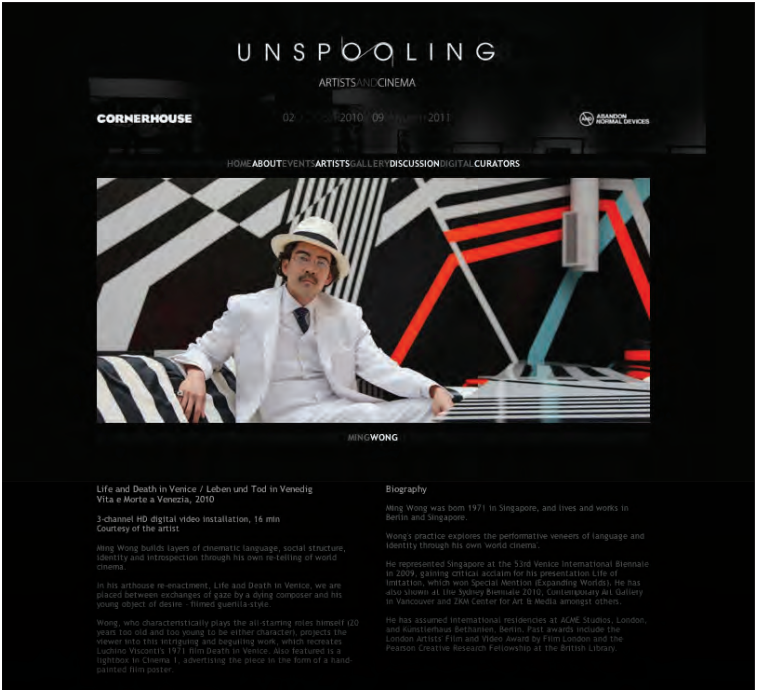


THE DESIGN PROCESS

An initial meeting with Angela from Design by Day, who provided the brief. Discussion of design paths and branding ideas, leading to photo session on location, then to wire-framing and concept builds for web site and printed material. Illustrations of storyboards for trailer, trailer build and completion.

THE SOLUTION

A contemporary design that fits within the Cornerhouses’ brand, a self explanatory digital experience that welcomes and informs the public of the Unspooling exhibition with full access to all artist’s work. An impacting video piece to showcase credits and artwork.



Screenshots from the Web Site interface

Design By Day / Cornerhouse

Digital Incarnation of the Unspooling
Cinema & Artists Exhibition
Final Major Project at University

THE BRIEF

To brand an exhibition focused on digital. Bring the
“Unspooling” exhibition to the internet with the use of a
video and web site, the web site must be as welcoming
and informative as the exhibition is in the flesh. The
outcome must be recognised as being associated with
“The Cornerhouse Cinema” on Oxford Road Manchester.

APPLICATIONS USED

Mac OSX
Illustrator
Photoshop
Dreamweaver
Cinema 4D
After Effects



AVANT GARDE CE REGULAR

MYRIAD PRO REGULAR

MYRIAD PRO LIGHT



Exhibition Guide



Poster Design