

Barry Fearon BA(Hons) PSMI

Creative Director/Scrum Master - Project Leader

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Profile

I'm a Creative Director and Project Leader with over a decade of experience driving digital innovation in gaming, fintech, and public sector environments. My strength lies in combining strategic leadership with hands-on UX/UI design and agile delivery. Whether steering product vision, aligning stakeholders, or mentoring cross-functional teams, I focus on building intuitive, impactful solutions that deliver real value.

Experience

ESRI GIS Project Coordinator - Fixed Term Contract

Manx Utilities · Nov 2023 – Present

Leading the digital transformation of utility mapping systems for the Isle of Man. I'm coordinating the delivery of a £1.5M GIS migration from Smallworld to ArcGIS, overseeing stakeholder engagement, sprint planning, and cross-team collaboration. The work spans four infrastructure phases and will support utility management for electricity, fibre, water, and wastewater networks.

Creative Director

Gaming Mechanics Ltd · Jan 2021 – Present

Head of design and product innovation for a creative tech company specialising in iGaming and AI tools. I lead UX strategy, product development, and creative execution across multiple platforms.

Responsibilities include managing investor decks, client workshops, team hiring and coaching, brand direction, and delivery oversight.

Head of Design / Product Design

Ioway Internet Gaming Enterprise · Sept 2019 – Jan 2021

Directed UX and UI design for GreySnowPoker.com, the first Native American-operated poker site under Isle of Man licensing. Delivered modern, intuitive gaming experiences for web and mobile. The platform ran as a non-profit to fund community programmes until it closed due to COVID-19.

Digital Design & Communications Analyst

AXA / Utmost Wealth International · Aug 2013 – Sept 2019

Created user journeys, wireframes, and interface designs for customer-facing digital products in the financial services sector. Collaborated across teams in China, Singapore, and Europe to align brand, accessibility, and functionality. Delivered research-backed UI enhancements and led UAT for new product features.

Digital Marketing Consultant

Guru Marketing · Mar 2010 – Aug 2013

Consulted for businesses across sectors on digital strategy, web development, SEO, PPC, and design. Managed agency relationships and rolled out scalable online campaigns tailored to business goals.

Event Organiser & Director

Darkhorse Music Ltd · Aug 2008 – Present

I founded Darkhorse Music to bring live music, art, and community together on the Isle of Man. Over the years, I've grown it into a well-known event series, managing everything from artist booking and production to health & safety planning. I liaise with local authorities, write event safety plans, and handle all logistics, including staging, FOH, and emergency services coordination. It's been a great way to stay connected to creative culture and sharpen my operational and leadership skills.

Certifications & Professional Development

Professional Scrum Master I (PSM I - Scrum.org) - March 2024

UX / UI Design (Academy Class, London) - February 2016

JavaScript 101 & 201 (Academy Class, London) - August 2015

JQuery Fundamentals (Pluralsight.com) - January 2015

Front-End Web Development (Pluralsight.com) - January 2015

Education

2:2 BA(Hons) in Electronic Media / Photography, Wolverhampton University - 1997

Skills

- Product Strategy & Creative Direction
- UX/UI Design, Figma, Adobe Creative Suite
- Agile Scrum Delivery, Jira, Azure DevOps
- Wireframing, Prototyping, User Testing

- Cross-functional Team Leadership
- Stakeholder Engagement & Communication
- Branding & Visual Storytelling

Interests

Live music, festival curation, drumming, yoga, mountain biking, and emerging tech.