

Barry Fearon BA(Hons) PSMI

Creative Director/Project Leader

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Profile

I'm a creative leader and hands-on art director with over a decade of experience delivering standout campaigns and digital experiences for gaming, fintech, wellness, and public sector brands. I specialise in blending big ideas with design craft across social, digital, real world and traditional channels, ensuring every execution is strategically aligned, visually striking, and culturally relevant. Strong in shaping big ideas and crafting their final, polished execution, I thrive in collaborative environments, working closely with copywriters, producers, and designers to create work that connects and inspires.

Experience

Creative Director

Gaming Mechanics Limited - Isle of Man | Jan 2021 - Present

Lead creative direction, concept development, and multi-channel execution for global clients across gaming, wellness, and healthcare sectors.

Key achievements:

- Conceived and delivered integrated campaigns for brands including LynxBet, OC88, and The Wellbeing Project, spanning social, web, experiential, and in-product touchpoints.
- Designed a fully functional gaming platform with complete API integration in just 3 months, combining speed with brand-aligned creative execution.
- Led art direction on branding, UI/UX, and visual storytelling for platforms in gaming, wellness, and healthcare, ensuring every design element reinforced brand narrative.
- Developed social-first creative concepts optimised for engagement, adapting ideas across platforms while maintaining consistency and impact.
- Embedded AI tools into creative workflows, enabling faster concept visualisation, moodboard creation, and campaign asset production.
- Collaborated closely with copywriters, developers, and producers to ensure ideas translated seamlessly from concept to launch.

As Creative Director at Gaming Mechanics, I lead a multidisciplinary team that includes developers, designers, 3D artists and producers. My role blends hands-on design leadership with project direction, team coordination, and stakeholder engagement.

I've delivered projects across both online gaming (LynxBet, OC88) and broader sectors like wellness and healthcare (The Wellbeing Project, Sapphire Care). One of my standout achievements was designing and building a fully functional gaming platform with API integration in just three months, a testament to our speed, agility, and clear internal process.

I use Figma for UI/UX design, Adobe Creative Cloud for visual production, and manage tasks with various Project Management platforms (currently using Linear.app and Notion but it really depends on the clients preference). I've also introduced AI tools to enhance our workflows, whether it's speeding up mockup generation, reducing coding time, or using AI-assisted planning to make sprint management more efficient. These tools help the team focus on creative problem-solving and meaningful delivery.

I'm actively involved in recruitment and mentoring, running regular design reviews and retrospectives to support professional growth. I've also played a key role in client acquisition, using polished prototypes and early-stage design work to help secure new business and strengthen proposals. My product design process always centres on users, from initial research and wireframing to testing and final handover, ensuring each build is both functional and intuitive.

Client feedback has been consistently strong across all sectors, reflecting both the quality of the output and the transparency of our process. I believe that's down to the close-knit, collaborative culture we've built and the team's shared focus on doing great work.

ESRI GIS Project Coordinator - Fixed Term Contract

Manx Utilities · Nov 2023 – Present

Highlights:

- Leading **£2 million** software development project to roll out ESRI ArcGIS Utility Network across electricity, gas, water, and fibre
- Delivered **20+ new GIS and field service applications** supporting engineering, asset management, and compliance.
- Designed and implemented **UAT (User Acceptance Testing) framework**, including test plans, scripts, and feedback capture.
- Set up and managed **live support channels and feedback triage** during phased release cycles.

- Produced **project progress dashboards** using Power BI and SharePoint to keep stakeholders informed.
- Conducted **cross-departmental testing workshops** to validate real-world workflows and ensure product usability.

I'm currently coordinating the rollout of a new ESRI ArcGIS Utility Network, replacing the legacy Smallworld system across electricity, gas, fibre, water, and wastewater networks. The project includes the delivery of over 20 new applications and is now approaching its 1.3 release.

I work closely with internal teams, from Customer Services and Field Staff to Engineering Design, Legal, and Site Safety and act as the main contact for ESRI UK & Ireland's project managers and developers. My role involves keeping communication clear, making sure feedback loops are in place, and ensuring everyone stays aligned.

On the technical side, I use Agile and DevOps methodologies to support the development process. I've designed and managed the user testing framework, writing test scripts and scenarios, and built a Power Apps solution that captures feedback directly into SharePoint. I also use Figma to create wireframes and interface mockups.

I help lead the change management side of the project too, organising training sessions, demos, and knowledge transfer workshops to support teams as they adopt the new system. Despite some early challenges, the project has gained momentum and is now on track for final delivery.

Head of Design / Product Design

loway 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

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 – April 2025

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

Hiking, live music, festival curation, drumming, fitness/yoga, mountain biking, and emerging tech.