

# MARC PARTRIDGE

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## Hello there!

I'm Marc, a multi disciplined & creative designer based in London. Over the past 16+ years I have honed my skills in crafting thoughtful designs with a keen eye for detail, catering to the needs of both start-ups and established corporations. My expertise of UI, digital, print and marketing design allows me to skilfully combine typography, colour theory, and layout to deliver polished and accessible creative across multiple mediums.

## Skills

I'm a wizard with design tools – Figma, Sketch, Photoshop, Illustrator and InDesign are my trusty companions along with some good old fashioned pen and paper. Additionally, I have dabbled in After Effects to add a dynamic touch with animations. Beyond design, I've got my hands dirty in coding HTML/CSS for responsive designs and HTML emails. I'm well-versed in collaboration tools such as Slack, Teams, Jira and Zeplin for clear communication and handoff processes with developers.

## Experience

### ● Network Gaming - Lead Designer

April 2021 - Present



As the Design Lead at Network Gaming I spearhead product design for a socially responsible gaming startup. We focus on crafting innovative user interfaces for our products, collaborating closely with global project managers, stakeholders and developers.

#### Key achievements and projects:

- Built and maintain NG's Design System for our product and games
- Redesigned the games lobby and sign-up journey for improved user experience
- Designed over 15 game interfaces spanning multiple sports
- Built interactive prototypes for sales and game development
- Created hundreds of assets for sports teams and games each season
- Designed templates for white papers and slides for investor relations

### ● Experian - Lead Designer

January 2015 - April 2021



I led the Digital Design capability for Experian UK Consumer Services, delivering creative content across various channels including onsite, social and print. I hired, managed and mentored a team of three designers for the marketing team and provided support and optimisation for product.

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## ● Experian - Lead Designer (continued)

### Key achievements and projects:

- Helped develop and roll out Experian's global rebrand across printed and digital material
- Designed and developed an email template builder for CRM efficiency
- Successfully conducted optimisation tests
- Real-time design for the Experian Covid Hub, in a rapidly changing climate

## ● Unibet - Studio Lead

March 2011 - January 2015



I joined as a Digital Designer for Unibet's in-house design studio. I worked closely with the marketing team to produce high quality creative across 27 languages in a fast-paced operating environment. I was promoted to Studio Lead in March 2014, hiring and managing a small but efficient team of designers.

### Key achievements and projects:

- Rebranded Unibet's poker tournament "Unibet Open"
- Helped develop and roll out Unibet's global rebrand

## ● DeskDemon.com - Freelance

July 2008 - November 2011



I freelanced for DeskDemon creating microsites and HTML emails for the company's global clients including Arcadia, DHL, Marriott, M&S, Nescafe, Rexel and Selfridges.

## ● Optimum Fitness Software - Junior Designer

June 2007 - February 2011



I worked as the sole Designer for OFS to provide websites, software and brand design for the health and fitness industry.

## Education

### ● University for the Creative Arts (Maidstone)

2005 - 2008 - Bachelor's Degree (Art), Graphic Media, 2:1

## And finally

I'm not just a designer; I'm a keen cyclist, runner, snowboarder and a proud father of a Bedlington Whippet named Larry. I love to travel and take photographs.