

MARC PARTRIDGE

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Hello there!

Creative and detail-oriented Product Designer with over 16 years of hands-on design experience across product, digital, print, and interactive mediums. Expert in crafting visual content that aligns with strategic business objectives and resonates with diverse audiences for start-ups and established companies. Proven ability to develop user interfaces, brand identities and produce high-quality assets.

Core Skills

Design Expertise: Advanced proficiency in Figma with a focus on UI design creating user journeys from wireframes to polished screens and prototypes. Also expert in Photoshop, Illustrator, and InDesign.

Project Management: Adept at managing multiple design projects, ensuring consistent brand quality and on-time delivery of assets and designs. Good understanding of frontend coding to assist with QA when needed.

Team Player: Experience leading and inspiring teams while remaining actively involved in the design process, ensuring consistency and excellence across all projects.

Experience

● Metric Gaming - Product Designer

September 2023 - Present



Joined the design team at Metric Gaming to design the evolution of a new sportsbook product for multiple clients. Collaborating closely with project managers to create high-quality, developer-ready designs, and currently creating a scalable design system to enhance efficiency and brand consistency across projects, streamlining design workflows for diverse client needs.

● Network Gaming - Lead Designer

April 2021 - September 2024



Created the visual design for a socially responsible gaming platform, actively creating user interfaces and high-quality visual assets that enhance user experiences.

Key achievements and projects:

- Built and maintained a comprehensive design system, creating reusable components and style guides for products and games.
- Redesigned the games lobby and sign-up journey, developing engaging visuals that improved user conversion rates.
- Created interactive prototypes and hundreds of assets for sports teams and games, including promotional graphics and UI elements, ensuring timely delivery of materials.

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Experian - Lead Designer

January 2015 - April 2021



Led hands-on design efforts for Experian UK Consumer Services, producing impactful visual content across on-site, social, and print channels.

Key achievements and projects:

- Designed a suite of templates for email and CRM that enhanced marketing efficiency and visuals.
- Developed engaging visual assets for the Experian Covid Hub, ensuring quick adaptation to changing needs during a crisis.
- Created optimised visuals for marketing campaigns, resulting in measurable improvements in user engagement and brand recognition.

Unibet - Studio Lead

March 2011 - January 2015



Led the design process while executing hands-on design work, producing high-quality creative assets for a multilingual audience.

Key achievements and projects:

- Led the rebranding of Unibet's poker tournament "Unibet Open," developing logos, promotional graphics, and event materials that enhanced brand visibility.
- Collaborated on global brand initiatives, creating cohesive visual identities for product launches and marketing campaigns.

Earlier Roles & Freelance

- Developed microsites, HTML emails, and promotional graphics for global clients at DeskDemon.com (July 2008 - Nov 2011), including major brands like DHL and Selfridges.
- Served as the sole Designer for Optimum Fitness Software (June 2007 - Feb 2011), creating websites, branding materials, and promotional assets 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 owner of a Bedlington Whippet named Larry (a very, very good boy). I love to travel and take photographs.