

Chris Droom

Design & Direction

Art Direction
Brand Identity
Interaction design
Interface design

User Experience design
Motion graphics
Video post-production

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Senior Interaction Designer with significant experience designing for the web, developing brands, and structuring design workflows. Clients value my collaborative working methods, ability to listen well, and thoughtful executions.

Graphic Designer
Freelance
London, UK
Apr '22 – Present

- Freelance projects varied from video post-production for educational charity *Big Change*, to brand development and packaging design for a local high-street cheese and wine shop, “*Little Mouse*”.
- Personal projects included *Detail in Web Typography*, a small, practical guide to web typography, and an online library making cultural theory accessible.
- During this period I was managing sight loss and awaiting operations to restore sight (now fully recovered). I gained an important insight into accessibility in design and a focus on contributing to my local community. Community contributions included design for a successful campaign to save a local swimming pool; brand development for a community kitchen and foodbank; and delivering design workshops at Lewisham College.

Design Director
Good Praxis
London, UK
Jan '20 – Apr '22

- Co-founded a creative digital agency with a focus on helping charities, educational, and cultural organisations. Clients ranged from entertainment (e.g. *Netil Radio*, *Magic the Gathering*) to policy-shaping organisations (e.g. *IPPR*; *Big Change*), and NGOs (e.g. *The Prince's Trust*).
- Led the design team and created a process-driven and reflective design culture. Mentored colleagues in design theory and execution.
- Led on developing a collaborative culture, team building, and workflow processes, both for internal and external teams. Co-developed and facilitated Discovery workshops as a core part of our design workflow, adapted for remote working during the pandemic. Amassed lots of great testimonials for both

UI/UX Designer
Shelter
London, UK
Jan '17 – Dec '19

- Worked with internal teams across the organisation to improve or create digital fundraising products, and improve user flows across different aspects of the Shelter site. Introduced stakeholder crits, a quick and informal method to iterate on new products.
- Conducted workshops at Shelter with internal teams across multiple parts of the organisation in service of creating/improving digital products, or improving existing user journeys. This was under the tutelage of a fantastic User Experience Lead, now working at NHS Digital.
- Advocated for and conducted usability testing for digital products, so that user journeys could be fine tuned, making housing advice more accessible.

Product Designer
VLT
KL, Malaysia
Jun '14 – May '15

- Client-facing design and front-end position. Worked directly with 5 startups, each at different stages of maturity and in distinct markets, to create branding, user interfaces and user journeys.
- A 'full-stack design' position, meaning I took designs from wireframing to build. Managed feature prioritisation, scope, timelines, and delivery.

Interaction Designer
e3 / Great State
Bristol, UK
Oct '11 – Feb '14

- Interaction Designer role was created for me to better encompass my range of design and development work. Comfort with version control systems meant I was able to significantly speed up the turnaround time for each project.
- Lead Designer for *Kia Motors UK*'s website and online-advertising.
- Created consistently high-performing Rich Media OLA including the highest ever performing Telegraph HPTO.
- Storyboarded and animated several motion pieces, including work for *Orange Brand*, *FriendsLife Insurance* and *Kia Motors*. Code-based animation and FMV.
- Conducted workshops with the design team to discuss opportunities created by advances in web practices—in particular web typography and Scalable Vector Graphics (SVG).

Junior Designer
Dare
Bristol, UK
Jan '11 – Sep '11

- Artworking for the majority of Dare's roster, including *Vodafone*, *Barclays*, *BarclayCard*, *Sainsbury's*, *Standard Life* and *Premier Inn*.
- I gained a heightened sensitivity to brand identities, above-the-line campaigns, and large-agency conventions, working to tight deadlines in a very high-pressured environment.

Digital Designer
Freelance
London, UK
Jun '07 – Dec '10

- Invaluable exposure to many offices, methods and personalities working as a Digital, Flash, and Front-end Designer (HTML/CSS/JS). Chiefly campaigns and online-advertising.
- Residence varied from day stints to months, at Virgin Media, Ralph & Co., True Digital, Feref, Proximity London, Beggars Group, RBI et al. Contracts gained through Aquent or via recommendation. Clients included Sony Pictures, M. Ward, Discovery, Super Furry Animals, Jack Penate, Jarvis Cocker, The XX and The Decemberists. Design for the Biography Channel, the History Channel and the Braun 'CruZer3' campaign site

University of the West of England
Graphic Design (BA); Pathway: Motion Graphics
'07 – '10

Croydon School of Art (CSOA)
Art & Design Diploma. Pathway: Graphic Design
'02 – '03

References available on request. Recommendations available on LinkedIn.