

Joe Furr

Freelance senior digital designer. Founder of Deck. 7 years in creative & tech industry

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FOUNDER AND LEAD DESIGNER
JANUARY 2014 - PRESENT

Founded Deck in January 2014 with a technical co-founder to create a cloud based document creation platform. Our goal is to make it easy for anyone to create beautiful documents in minutes. Responsible for all design output, including the UX, the product design, demo video, animation, website and social collateral.

Achievements

- A cohort member of Europe's most respected accelerator program, EF.
- Pitched to 150 of the UK's most successful Venture Capital firms and angel investors at Microsoft HQ in London.
- Raised £25K angel investment to fund the development of the product.

JOE IS AN AWESOME DESIGNER. HE QUICKLY AND EFFICIENTLY PRODUCES SIMPLE AND EFFECTIVE DESIGNS. HE'S ALSO A GREAT FOUNDER WHO IS DETERMINED AND CUSTOMER FOCUSED.

Alice Bentink, Founder, Entrepreneur First

YCN STUDIO, FUTURE PLATFORMS, HOLLER

FREELANCE SENIOR DIGITAL DESIGNER
JANUARY 2014 - PRESENT

Working in a variety of agencies and startups including Future Platforms, Holler, Dough, YCN, Voila

- Responsible for the design overhaul of YCN's new website. An online community of creative people, including profile pages, portfolios and a new booking experience to find and commission creative talent.

- Art directed video shoots for Salesforce and The Hoxton Hotel in London, Chicago and San Francisco.

- Lead designer on Dorling Kindersley's collaboration with Microsoft. A tablet app designed for children between 4 - 10. An education app with an enjoyable experience and a unique and innovative feature - discover and learn about dinosaurs, and have your favourite 3D printed by Microsoft.

JOE IS A VERY TALENTED DIGITAL DESIGNER. WE THREW HIM INTO A VERY WIDE VARIETY OF BRIEFS AND HE ALWAYS CAME THROUGH WITH STRONG IDEAS AND SOLUTIONS TO REAL PROBLEMS.

Andy Mitchell, Head of Art, BD

HOLLER LONDON

SENIOR DIGITAL DESIGNER
APRIL 2013 - DECEMBER 2013

A key member of the design team.

Responsible for projects across a number of key accounts including Mercedes-Benz, Red Bull and The Co-operative. Projects ranged from iOS apps, responsive websites, social campaigns and brand identity.

Absolut Vodka

- Lead conceptual creative tasked to develop an interactive and responsive website solution for Absolut Vodka's 'Originality' campaign
- Art directing the animation throughout the site with developers and motion graphic designers.
- Lead designer of digital components, creating the key creative that was distributed across web applications, social media and in store.

Vitamin Water

- Responsible for the concept for Vitamin Water's Shine Bright website, reinventing brand assets into a horizontally scrolling parallax navigation.
- Lead designer on the project, created a colourful and unique way to house the relevant content and produce an experience that is both enjoyable and informative.

JOE HAS SUPREME DESIGN SKILLS. HE CONSTANTLY STRIVES TO TRY NEW THINGS AND PUSH CONCEPTS BEYOND WHAT IS EXPECTED. HE IS A TRUE CREATIVE AT HEART.

BD NETWORK

DIGITAL DESIGNER
JAN 2011 - MARCH 2013

A senior member of the digital design team.

Established my position as the 'go-to-man' for digital matters within the agency. Worked alongside a copywriter to produce concepts for successful pitches, including Chelsea FC, Nintendo and Coca-Cola. Design Projects include Responsive Websites, Motion graphics, and iOS tablet apps for clients such as Peugeot, Molson Coors and Virgin Media.

Peugeot & Citroen Tablet Apps

- Lead designer on creative for both applications. Creating a flexible interface that could easily be interchanged with the style from either brand.
- Worked with a UX designer to create the best possible experience, testing small details of the UI to understand the way people will use the app.
- On two occasions visiting the Peugeot HQ in Paris to present my designs to the marketing and sales teams.

Coca-Cola

- Responsible for the design of Coca-Cola's digital creative in the build up to the London 2012 Olympics.
- Designed 6 HTML5 micro sites, including parallax scrolling and interactive animations. Users were directed to the site from a URL on Coke cans and bottles.
- Art directed animations within the websites to create an enjoyable and engaging experience, whilst sticking to the strict guidelines of Coca-Cola and London 2012 Olympics.

JOE IS ONE OF THE MOST PASSIONATE AND TALENTED DESIGNERS YOU COULD POSSIBLY WISH TO MEET. HE'S HARD WORKING, ENTHUSIASTIC AND HAS THE TOOLS TO PRODUCE BRILLIANT WORK TIME AND TIME AGAIN...

Dan Claxton, Creative Director, BD Network