



DAVID
GOSTELOW
UX/UI DESIGNER

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BIOGRAPHY

I'm a highly motivated UX/UI designer who is passionate about using my creative skills to build strong brands and create rewarding user experiences. I have over 10 years experience both in-house and as a freelancer. Whether I'm working on my own or with a team, I enjoy taking on new challenges and can work well under pressure.

EXPERIENCE

● SENIOR UX/UI DESIGNER

MYOB | Aug 14 - Present

- UX research for new IA
- User-centric redesign of the Enterprise section of MYOB.com
- Design lead on the MYOB.com rebrand
- Applied the Atomic design principle to MYOB.com
- Run weekly design showcase sessions for the UX team
- Mentor and guide other designers

● HEAD OF DESIGN

Alpari UK | June 12 - Sept 13

- UX and UI on a fully responsive global website re-brand
- Design for the sponsorship of an English Premier League football team
- Led a Team of 7 responsible for design and production across the company
- Designed and developed global branding
- Presented final designs to CEO and key stakeholders

● DIGITAL DESIGNER

Alpari UK | July 10 - June 12

- Developed design concepts based on briefs from Marketing team
- Created branding and advertising campaigns for offline and online media
- UX design based on extensive user testing across different user segments
- Designed HTML emails and performed mass email broadcasts to client lists
- SEO and analytics tracking of all digital assets

● DESIGNER / DEVELOPER

Bexley Council | Feb 06 - July 09

- Designed, developed and maintained the company website
- Responsible for brand and production of marketing materials

● WEB DESIGNER

The Woolwich Building Society | Sept 04 - Nov 05

- Managed and maintained website CMS
- Edited images and turned PSD templates into web pages

SKILLS

- User centred design
- HTML5/CSS3/JavaScript
- Wireframing / Prototyping
- UX Research Methods
- Agile

TOOLS

- Pen & paper
- Sketch
- Axure
- Invision
- Adobe Creative Suite CC
- Sublime Text 3

EDUCATION

University of Kent

- Multimedia Technology and Design, 2:1

Designlab

- UX Research & Strategy

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