

# DAVID WALKER

VISUAL / INTERACTION / UX / ILLUSTRATION

📞 0481 785 472

✉ walking@walking.com.au

🌐 www.walking.com.au

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## About Me:

Hello, my name is David, I am a Senior Digital & Interaction Designer with over 19 years of industry experience in the online world. My design philosophy is about easy and effective communication in a way that seamlessly blends form and function to provide a memorable experience, this is always my aim no matter how big or small the project.

I have confidently run design teams on large, multi-million dollar projects, first working to develop the design direction and language that will help define the project, and then working with Business Owners and Development teams to ensure the design is understood and implemented correctly. I am more than comfortable working with multi-disciplinary teams and through my time at Optus and Singtel have become and expert in the mobile and online fields.

I love the digital world and indeed all things design and I have professional industry experience in designing for the web, mobile, iPhone and iPad and Android devices.

## World Class Brands:

Through my career I have worked with, and on, a number of projects for such companies as Tyro, Singtel, Optus, inSing.com, NewsLoop, AMPed, HOOQ, SingtelTV, HungryGoWhere, Bpay, ING, Tourism Australia, Zurich Australia, Air New Zealand, ANA (All Nippon Airways), Guess Watches, Daiwa Fishing and Coca-Cola Amatil.

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## Employment:

**2016 - Present**

**Tyro, Product Designer**

Developing new products, features and enhancements for Tyro's banking app, merchant portals and marketing website by taking concepts from ideation through to implementation. This includes gathering requirements, undertaking competitor analyses, running workshops and developing wireframes and prototypes to test with merchants. I then worked to create final artwork based on approved feature requirements and embedded within development teams to ensure the features were understood and implemented correctly.

Together with the UX work, I created a new visual style for Tyro across the their banking app (iOS and Android) and web portals, utilising platform centric elements to speed up development while still maintaining Tyro's unique brand language. From there I created detailed Styleguides and Sketch templates working with Product Managers, Designers and Developers to ensure that the new styles were, and continue to be, implemented correctly.

**2012 - 2015**

**Singtel, Senior Digital & Interaction Designer**

Senior Designer within the Digital Experience Team working on, and overseeing the implementation of design standards across a number of projects. As part of this I worked closely with UX, Business and Development teams on the complete revamp of Newsloop, a news aggregation app across device, helping to drive the eventual direction of the app both from a design and usability standpoint.

I led the design engagement and helped run and organise teams of designers for a number projects including various inSing & HungryGoWhere initiatives, as well as a number internal projects. This included managing time and deliverables together with presenting back to Business Owners and ensuring implementation matched the vision.

In association with Visual Design I also worked as an Interaction Designer and undertook much of the business engagement for projects including HOOQ, the inSing.com Movies App and the mySingtel App. This involved driving the direction of the project, liaising with clients and Business teams to firstly gain insights and requirements, then presenting back solutions. As part of these projects I organised guerrilla testing sessions to help test

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## Employment Continued:

directions and then more formalised testing to validate the outcomes. This included writing test cases and interviewing respondents.

I worked as a Senior Designer and Interaction Designer driving the entire visual direction for the 'Return From China' Chinese language educational game. I worked remotely as part of a team of three in an agile environment to develop the concept from the ground up. Then worked to produce a full set of illustrated characters, scenes, game controls, as well as marketing websites and collateral.

### 2005 - 2012 **Singtel Optus, Senior Digital Designer**

Senior designer leading the design direction for the Optus Shop, Optus My Account and OptusZOO (both fixed and mobile portals) redevelopments. This included managing teams of designers and working closely with UX, Business and Development teams to ensure work was completed to a high level, met deadlines and was implemented correctly.

I was Senior Designer on Klink, a customer focused cloud storage product accessible via Web, iPhone, iPad, Android and Windows devices. This work included designing applications specific to device and working with teams both locally and internationally to ensure correct implementation. In association with designing the applications I also designed the marketing web and mobile sites providing sales information and product support.

I worked in Singapore on projects for inSing.com, Singapore's premier lifestyle portal providing design and UX input for their website launch and then working with their Business and Marketing teams to design the inSing.com mobile portal from the ground up.

Maintaining and driving innovation through the OptusZOO mobile portal by actively working with business owners to improve the customer experience.

### 1997 - Present **Walking Productions, Owner / Creative Director**

Working directly with clients to help identify and then implement their needs whether that means designing or coding a website, producing a multi-media presentation, creating a Flash animation, a hand-drawn illustration or developing a new corporate brand.

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## Employment Continued:

- 2000 - 2004** Adcorp, *Senior Web Designer*
- 1998 - 2000** New Media, *Design Coordinator / Web Designer*
- 1997 - 1998** XM / Harrow, *Illustrator / Web Designer*
- 1996 - 1997** Little Shop of Signs, *Assistant / Artist*

## Education:

- 1995** Bachelor of Design in Industrial Design, RMIT
- 1992** Year 12 V.C.E., *East Doncaster Secondary College*

## Computer Systems:

- |                                     |                              |
|-------------------------------------|------------------------------|
| Adobe Photoshop CC                  | Adobe Dreamweaver CC         |
| Adobe Illustrator CC                | Adobe InDesign CC            |
| Adobe Fireworks CC                  | Sketch                       |
| Microsoft Office (incl. PowerPoint) | Keynote                      |
| Marvel App (Prototyping tool)       | Invision (Prototyping tool)  |
| Just In Mind (Wireframing)          | Principle (Prototyping tool) |

## Operating Systems:

- |                 |             |                         |
|-----------------|-------------|-------------------------|
| <b>PC:</b>      | <b>MAC:</b> | <b>Device:</b>          |
| Windows XP – 10 | OS X        | iOS / Android / Windows |

## Interests and Hobbies:

- |                         |               |
|-------------------------|---------------|
| Photography             | TV and Movies |
| Illustration / Painting | Comic Books   |
| AFL & Cricket           | Gardening     |