

# DAVID MARTIN

Product Designer



No. 2 Saxonwold Drive, Randburg, Johannesburg, South Africa

Mobile: +27 (0) 63 606 2236 / Email: davidbrydal@gmail.com

## ABOUT ME

I am an outdoor sports enthusiast, a fitness and health fanatic, a lover of good food and a product design specialist. In my life I have learned that what you put in is what you get out, there are no short cuts, only hard work, so try and do what you love. My love for design stems from my passion to create while solving problems. It's like combining art and math class – you get to create something stunning while figuring out the best solution. Also, the ability to represent yourself and your client through your work is an honorable feeling.

## PERSONAL ATTRIBUTES

Team Work / Communication / Leadership / Problem solver / Story telling

Social commitment / Technical understanding

## DESIGN TOOLS

Photoshop / Indesign / Illustrator / Dreamweaver / Light Room / After Effects / XD  
Sketch / Axure / Framer / Invision / Muse



## EDUCATION

Matric / Pathfinders Opportunity College 2001

Design Fundamentals / Hert & Carter / Higher Diploma 2001 - 2003

Digital Desktop Publishing / Damelin college / Higher Diploma 2003 - 2004

Photography Essentials / Cape Town School of Production / 2009

MEDIA VILLAGE



IN-HOUSE DESIGNER / JAN 2004 - JAN 2005

---

Responsible for in-house design of annual reports, brochures, corporate identities & dvd labels. I worked with and reported to creative directors and producers.

TOP COPY



DTP + GRAPHIC DESIGNER / FEB 2006 - JAN 2008

---

Responsible for the design and dtp of magazines, year books, annual reports and other creative work. Maintaining relationships with clients. Learning print reproduction processes including managing a print / DTP team.

ADLAB



DIGITAL DESIGNER / FEB 2008 - JAN 2009

---

Conceptual design and implementation of designs for print and web. Executing quality design from concept to delivery while complying with brand standards across multiple platforms.

REDWOOD ADVERTISING



SENIOR DIGITAL DESIGNER / MARCH 2011 - FEB 2012

---

Develop and produce material in printed or electronic format for clients. Design across the board, CI and corporate stationery, concept and strategy through to roll out.

WEYLANDTS



HEAD OF PHOTOGRAPHY + DIGITAL / MARCH 2011 - FEB 2012

---

Creating and implementing clear working processes to ensure that the photography team is communicating with and working closely with the marketing team to deliver stunning photography for premier content campaigns.

Forward planning to ensure that the team is working efficiently in a fast paced industry and is able to respond to the changing needs of the business.

Liaising with WEYLANDTS and Independent production teams to ensure the timely delivery of photographic materials to WEYLANDTS marketing team.

KALAHARI.COM



SENIOR UI/UX DESIGNER / MARCH 2012 - FEB 2013

---

Working with the existing team of engineers, designers, product managers, and creatives to create highly interactive and user-centered experiences for a e-commerce suite of products.

Collaborate cross-functionally to define and deliver a consistent design language.

Translate broad, complex ideas into clear and intuitive designed products.

Participate in cross-functional brainstorm, discussions, and design reviews.

Present design rationale and concepts to the executive team and understand business needs to achieve results.

Mentor Interns by providing feedback and direction.

TRITECH MEDIA



DIGITAL ART DIRECTOR / JUNE 2013 - DEC 2016

---

Create innovative and conceptual design solutions for advertising or promotional campaigns, websites, email, direct mail, sales or company brochures, environmental graphics, special event or trade show materials, newsletters and collateral material.

Lead teams through multiple on-going time-lines.

Collaborate with lead directors, copywriters, and competency partners to uphold creative standards and brand image in the execution of all projects.

Working on projects of diverse scope where analysis of data requires evaluation of key marketing factors, demonstrating good judgment in selecting methods and techniques for obtaining desired solutions.

TAKEALOT.COM



VISUAL DESIGNER / JUNE 2013 - DEC 2016

---

Conceptualize and create meaningful deliverables such as wire frames, user flows, storyboards, sitemaps, prototypes, and design high-quality responsive interfaces that help the team understand what we are building and why.

Clearly communicate experience design targets and establish measurable objectives.

Develop understanding of the end users of our web applications through secondary and primary research (user interviews, traffic data).

ABSA

LEAD UI DESIGNER IN DSP / APRIL 2017 - AUGUST 2017



Playing the lead design role in DSP (Digital Sales Portal). Create UX documentation as needed (sitemaps, wire frames, flows, journey maps, etc.). Work closely with development teams in India to ensure design solutions are understood and executed correctly.

ACCENTURE INTERACTIVE

USER EXPERIENCE ARCHITECT / AUGUST 2017 - APRIL 2018



Apply conceptual thinking to create world-class digital services across multiple platforms to bring together user needs, business goals and technical realities. Develop sound UX concepts, including the definition of customer needs, task analysis, and the creation of personas, storyboards, scenarios, user flows and use cases.

STANDARD BANK GROUP

SENIOR PRODUCT DESIGNER / APRIL 2018 - APRIL 2019



Working as part of multi-disciplinary product teams. Responsible for all aspects of user experience including user needs research, behavioural science & cognitive science-based usability testing and UI design implementation.

ABSA

PRODUCT DESIGNER / CURRENT



Working on absa.co.za re-design for personalisation strategy & roadmap across all Absa digital platforms.

Thank you for taking the time to read through my CV.

Please contact me for any information regarding references or portfolio work.