

# Curriculum Vitae

Daniel Goble

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T3 Awards 2017

Best TV Platform

The Connies 2017 Winner

Contribution to User

Experience & Best TV

/ Video Launch

TV Connect Awards

Shortlisted for Best Cloud Based

Video Service & People's Choice

Content Innovation Awards 2017

Winner for Advanced TV

Innovation of the Year

## PERSONAL PROFILE

I have extensive experience within the creative design industry having worked across a broad range of projects within the fields of user experience and interaction design, user interface design, visual communication and graphic design.

Throughout my career I have applied these disciplines across web based products and services, native mobile apps, printed media and television UI.

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## CAREER HISTORY

Warner Media | November 2019 - Present

Senior Product Designer

My current position is at Warner Media as a member of the International Design Team. My responsibilities here involve leading UI and UX design work for some of Warner Media's customer facing brands such as Cartoon Network and TNT Sports and supporting involvement with the HBO Max streaming service.

Joining the team at an early stage in its evolution has allowed me to play a key role in the development of the design systems and processes that we employ across our products.

Massive Interactive | May 2019 - November 2019

Senior Product Designer (contract)

I spent 6 months as a contractor at Massive Interactive, working primarily on the ground-up product redesign for a major global sports streaming service. This involved liaising with a dedicated UX design team in order to apply updated brand elements and enhance existing design systems across mobile, tablet, web and TV.

I was also involved in pitch work for other global brands such as Formula 1 racing and Cathay Pacific.

YouView TV | July 2015 - April 2019

Senior Product Designer

My primary role here involved helping to create and evolve an entirely new user interface for the YouView set top box, allowing users to enjoy a combination of live and on-demand television in a seamless and intuitive manner. Secondary to this, conceptual work on the YouView mobile app was also undertaken. Both projects involve an agile collaboration between UX, visual design and development teams, with projects going through cycles of conceiving, prototyping and user testing.

BT Innovation Awards 2008  
Finalist for BT Touch

“Thank you for the  
wonderful Turner On-Line feature.  
I live in the US, and this is a fan-  
tastic way to share your collection  
with those of us unable to visit the  
gallery in person”  
(Tate Online user)

Tandem Bank | June 2015 - July 2015  
Digital Designer

Joining this disruptive banking startup, my role involved hybrid UX/UI duties. Primary focus was placed on the conceptualisation and design, both UX and visual, for a series of financial services mobile apps aimed at simplifying common customer needs.

Blinkbox Music / WE7 | November 2012 - June 2015  
User Experience & Interface Designer

Initially employed as a dedicated user experience designer for the Blinkbox music (formerly WE7) tailored music streaming service, my experience in UI design was latter brought into play as my role evolved into a hybrid UX/UI position.

As part of the UX team I was tasked with creating and enhancing a new online experience, helping to define how users interacted with the UI on both the web and the iOS and Android apps.

Work was carried out in an agile environment and involved a process of sketch sessions, low fidelity prototyping and user testing before any UI design work was then undertaken.

British Telecom | November 2000 - September 2012  
Junior Graphic Designer - Senior Creative Designer

My time at British Telecom is a significant part of my career. Joining as a junior graphic designer I spent these years honing my skills and experience within multiple different teams and working across a wide variety of projects, both customer facing and B2B.

A key portion of this period was my involvement with BT's dedicated and industry recognised user experience and usability team, where I would begin to incorporate user centred design techniques and knowledge into my work and start on my path towards becoming a more rounded digital product designer.

Highlights from my time here include my work with the Tate Britain gallery, for whom I created the Interactive Turners Gallery - which was heavily covered by the media and still draws many visitors to the main Tate website. I was also involved in the London 2012 Olympics campaign, tasked with the creation of a range of online marketing material.

Deevaserve Ltd | September 1997 - November 2000  
Lead Graphic Designer

The first step in my design career took place in this small agency specialising in internet access and email accounts, for both consumers and small businesses.

## CORE SKILLS & EXPERIENCE

User experience and interaction design  
User interface design  
Visual design for native apps & responsive web  
User centred design techniques and application  
Prototyping (both low and high fidelity)  
User research  
Information architecture  
Usability and basic accessibility principles  
Basic HTML, CSS

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## FORMAL TRAINING & EDUCATION

User Centred Design (Flow Interactive)  
Inclusive Design (best practice)  
HTML  
CSS  
Design for Print  
Presentation Skills  
Typography  
Use of Colour

National Diploma in Media and Film  
City & Guilds in motion photography

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## SOFTWARE PROFICIENCY

I am proficient with most industry standard design and wireframing software. My favourites include:

Sketch  
Figma  
Invision Studio  
ProtoPie  
Adobe Photoshop  
Adobe Illustrator