



Vishal Gohil

Digital designer with user interface experience and an excellent understanding of form, function and technology

DOB: 12/09/79
Tel: 07749469197

Email: vishal@madvue.com
Web: www.madvue.co.uk

Clients

Media

Playboy
CNN
Total Media

Public Company

BSKYB
BBC

Agency

Sapient
BrandWidth
DJM Digital Solutions
Fresh Lemon
Visual Platform

Retail

The Carphone Warehouse
Best Buy Europe
Playboy Store
J Sainsbury's
Hackett London

Healthcare

GlaxoSmithKline
PharmaTimes
Bio Marin
Life & IBD

Telecommunications

O2
Vodafone
Orange
T-Mobile
Virgin
Talk Talk

Music

BMG Records
Life FM
Cafe de Soul
Road Records

Adult

Private
Adult Channel
Spice Extreme
Climax 3
Twisted Talent
Paul Raymond
Playboy Mobile Casino

Technology

Geek Squad
Ebit Solutions
Armoured Technology

Motor

Mercedes Benz
Toyota
National

Travel

Hilton
Stena Line

Financial

Bloomberg
Tuxedo

Consumer goods

P&G
Sweet Concepts
Propaganda

Gaming

Namco
Konami

Digital Designer: BSKyB

My role at BSKyB involves:

- Help to define the user model and user interface for new search project.
- Translate user feedback and business requirements.
- Deliver moodboard, primary mockups and final mockups
- Work to strict/sometimes loose guidelines.
- Work in an Agile / Scrum environment.

UI Designer: PLAY.COM

My role at PLAY.COM involved:

- Front-end maintenace, branding and commercial design of new e-commerce ventures for PLAY.COM.
- Design of banner advertisements and HTML emails.
- Managing creative assets, MVT and working on the Magento ecommerce platform.

Senior Designer: The Carphone Warehouse

My role at The Carphone Warehouse involved:

- Focusing on creative direction, UI/UX, brainstorming, pitch work for web site projects, online brand style guide, banner advertisements, HTML emails, corporate literature, iconography and front-end prototyping.
- Manage and maintain creative assets for flagship website.
- Management of another designer and internal/external department liaison.

Visual Designer: Geek Squad

My role at Geek Squad involved:

- To design a web site that communicates and promotes the Geek Squad brand as a concise and friendly experience.
- Agile / Scrum environment alongside trade/content strategists, copywriters, IA specialists, web developers, client stakeholders and business analysts.
- Digital moodboards, UI/UX, iconography, design direction and style guide.

UI Designer: The Carphone Warehouse

My role at The Carphone Warehouse involved:

- Concepting / executing technical specifications into UI journeys and graphical design for eCommerce platform.
- Designing rich media componants, promotional merchanding and commercial design.

Senior Designer: Playboy TV UK

My role at Playboy TV UK involved:

- Responsible for multiple design projects including designing of new web sites, emails, print adverts, direct mail, interactive TV applications, trade-show graphics and photo retouching.
- Playing a key role in a of number of re-branding projects.
- Project management, Agile, external agency/freelancer liaison.
- Work at Sapient (07/08 -09/08) on the Playboy.co.uk re-launch project (2009).

Toolkit

Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Fireworks, Quark. Cinema 4D, Final Cut Pro, MS Office.

Strong knowledge of XHTML, CSS.
Knowledge of ActionScript, XML, JavaScript, PHP, jQuery, WordPress and Magento.

Digital design, interactive and motion.

Education

BSc Multimedia Technology and Design
Brunel University (1999-2003)

Portfolio

<http://www.MadVue.co.uk>
Online portfolio of up to date digital experiences

<http://uk.linkedin.com/in/madvue>
Chronological career resume

References

Richard Gale - Director of Marketing & Sales at Playboy TV UK/Benelux Ltd
Phone: 0208 581 7000 - Email: rgale@playboy.com

Thorsten Bevot - Head of Multi Channel Web Development at The Carphone Warehouse
Phone: 020 8896 5000 - Email: BevotT@cpwplc.com



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GEEK SQUAD

SWEET CONCEPTS / PROPAGANDA

BBC
BMG Records
Bloomberg
Procter & Gamble
Mercedes Benz
GlaxoSmithKline
J Sainsbury's
Konami

PROPAGANDA FRESH LEMON

VISUAL PLATFORM
Namco
Cafe De Soul
Bouncin Ent

EBIT SOLUTIONS

CNN
Road Records
Hilton
Life FM
Mekios
Organic APH
Bang Edutainment

PLAYBOY TV UK

Cyber Girls
Twisted Talent
Paul Raymond
Playboy Store
Climax3
Adult Channel
Private
Bamboo
Spice Extreme
Playboy Mobile Casino
Playboy France
Playboy EU

SAPIENT

Playboy.co.uk

THE CARPHONE WAREHOUSE BSKYB

DJM DIGITAL SOLUTIONS
Hackett
Total Media
Stena Line
PharmaTimes
Bio Marin
Tuxedo
Clauder Moore

PLAY.COM
BRANDWIDTH

Clients

Skills



Graphic / Illustration / Artwork Production

Motion graphics

Account management

Branding & Style guidelines

Story / Moodboarding

Visual / design direction

Typography

Freelance

SEO knowledge

iTV

Iconography

Agile

User interface design
User experience design

Packaging

Web design / XHTML + CSS + FLASH

Prototyping

Senior duties

Pen to paper

HCI

Out of the box thinking

Retouching

Wireframe / IA

eCommerce

Pitching

Workshops & presentations

Agile / Scrum experience