



Design Lead (freelance) Vcred

Apr 2023 – Present | Remote

Vcred is a Web3 platform that offers a range of AI-led investment strategies for crypto traders and investors. I am currently responsible for all UX/UI, brand, and comms design as well helping to better define brand strategy and market positioning.

UX/UI BRAND MARKETING STRATEGY

Creative/Design Director Blockamp

Oct 2022 – Mar 2023 | Remote

Blockamp is a pioneering Web3 content platform that enables users to easily showcase multi-chain NFTs in any website or digital channel. I was responsible for creating the entirety of the Blockamp brand, design of the product itself, as well as all promotional assets, videos, social content and merchandise.

UX/UI BRAND MARKETING COMMS MOTION

Creative/Design Director 0xA

Mar 2022 – Dec 2022 | Hybrid

Having worked with 0xA as a consultant, a permanent role was created for me to lead all their creative, design, and brand. We developed a number of NFT marketplace platforms for the likes of **SXSW Festival**, **USFL**, and **Fox Deportes** as well as launching our very own Web3 income management product.

UX/UI BRAND MARKETING COMMS MOTION EXPERIENTIAL

Founder EVEN

Apr 2019 – Mar 2022 | Remote

EVEN enabled me to operate as an independent Creative Director, Designer and Brand Consultant. For nearly 3 years, I worked with a wide range of businesses from tech start-ups such as **Chargebolt**, **Hollabox**, **Loql**, and **0xA** through to established international brands **Emirates NBD**, **Curio Collection by Hilton**, and **RYTLE**.

UX/UI BRAND MARKETING COMMS MOTION EXPERIENTIAL STRATEGY

Head of Creative Premier Inn

Feb 2014 – Apr 2019 | London, UK

For 5 years, I lead all aspects of creative and design for the UK's largest hospitality brand as well as managing a team of 12 designers and copywriters. I was responsible for the design of all our digital products, integrated brand campaigns, multi-channel marketing programs, comms, and physical environments.

UX/UI BRAND MARKETING COMMS EXPERIENTIAL PRODUCT SPACIAL MOTION

Creative Director GreyPOSSIBLE

Nov 2012 – Feb 2014 | London, UK

As part of the joint venture between Grey and POSSIBLE, I lead creative and design on the **HSBC**, **McVities**, **Lucozade**, **British Heart Foundation**, **Sensodyne**, **Brother** and **Nytol** accounts. This involved helping to shape Grey campaign creative and strategy and developing all digital elements of campaigns.

ADVERTISING MARKETING EXPERIENTIAL

Education

Northumbria University
BA(hons) Multimedia Design
2002 – 2004

Newcastle College
HND Graphic Design
2000 – 2002

Honours & Awards

Creativepool Annual Judge
2018 - 2020

Webby Honouree -
Government 2012

BIMA Award - Automotive
2011

RSA Student Award 2004

Certifications

CMI Level 5 Management &
Leadership



Dan Wilkinson
Multi-disciplinary Design & Creative

Associate Creative Director POSSIBLE

Aug 2012 – Nov 2012 | London, UK

In 2012, Fortune Cookie became part of POSSIBLE. I continued to lead UK, European and global accounts for **National Rail Enquiries, Legal & General, DeBeers, RICS**, and **Auto Trader** as well as leading new platform and campaign work for **Nestle, MoneySupermarket, Truphone** and **Creative Skillset**.

UX/UI

Art Director Fortune Cookie

Apr 2010 – Aug 2012 | London, UK

At Fortune Cookie, I lead the design of digital platforms for **UEFA, Europcar, TUI, De Beers, Butlins, City of London, Business Link, National Rail Enquiries, Legal & General, RICS** and **Auto Trader**. This included the BIMA award-winning Auto Trader Connect app and Webby-honored City of London website.

UX/UI

Senior Designer Blueview

Apr 2009 – Apr 2010 | London, UK

In 2009, Glass was merged into the media company Blueview. I lead design on builds and campaigns for **Lex Autolease, Discovery Channel, TotalJobs** and **NHS Westminster**. I was also responsible for leading all new business design for the likes of **ESPN, English Football League, Ogilvy Egnite**, and **English National Opera**

UX/UI

Senior Designer Glass

Apr 2007 – Apr 2009 | London, UK

At Glass I lead design on digital projects for **Nokia, Cineworld, Allen & Overy, TotalJobs** and **Smokefree**. These included a pan-European launch campaign for the Nokia 500 SatNav and the complete redesign of the Cineworld website.

UX/UI MARKETING MOTION

Designer Freestyle Interactive

Oct 2004 – Apr 2007 | Warwickshire, UK

I started my career at Top 100 agency Freestyle designing a raft of interactive experiences and platforms to launch new vehicles for **Land Rover** and **Jaguar**. I also worked on website builds and campaigns for the likes of **Simple, Taylor Woodrow, West Midlands Police** and **Laithwaites**.

UX/UI MOTION

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