

David Bedggood - Resumé

www.bedggood.co.nz

I've been working in graphic design, interactive and web design since the late 90's. Over the years I've been lucky enough to work on a wide range of projects with some of New Zealand's best design agencies. My work has included projects for big corporates, small start-ups, and a lot in between.

WORK HISTORY

Senior Experience Designer

PwC's Experience Centre
November 2016 - Present

At PwC I run UX design sprints and work using a Human Centred Design (HCD) approach. In this role I have further developed my UX knowledge including user research, prototyping and testing.

This role involves a significant business development aspect, as well as development of the team and practice.

Senior Art Director

Traverse
October 2015 - November 2016

Leading a small design team to produce a range of digital material. In a management role, I have been working at a strategic level while mentoring and developing younger team members.

Senior Designer

Origin Design / Insight Creative
2007 - October 2015

As a senior designer I took the creative lead on both digital and print based projects.

I had involvement from beginning to end, from initial workshops to working with the production team on delivery. On digital projects I worked on information architecture, wire framing and testing stages as well as conceptual and visual design.

I regularly worked with external suppliers including developers, writers, photographers and illustrators, and am used to working with, and managing those resources. I regularly have involvement in pitches, presentations, briefings and workshops and was ultimately responsible for the creative outcome of any project I worked on.

Freelance Designer

2006 - 2007

Producing a range of Print and Web based solutions for companies including Springload, Breathe Communications, EyeQ Design and SecondSphere Interactive.

Creative Director

Breathe Communications
2004 - 2006

In this role I lead a small team of designers and represented the design department at a company level. On the creative side I worked as a hands-on designer as well as mentoring and developing other team members. I also worked closely with other department heads to develop processes and strategies.

Freelance Designer

2002 - 2004

Designing for companies including Saatchi & Saatchi, Ocean Design Group, Synergy International and 3Months.com, projects have included print, web and CD-Rom work for a range of clients.

Outside of work

After hours I am a recreational triathlete. I have represented New Zealand in long course triathlon and am a multiple Ironman finisher. This sport has taught me a lot about persistence, pushing boundaries and achieving the impossible.

I am also a keen photographer and typographer.

References

Available on request.