



Name Bill Galloway

Web www.billgalloway.com

Introduction I am a creative professional with more than 20 years experience and love to inspire teams to create delightful digital experiences. I am commercially focussed with a proven ability to innovate, challenge and bring new perspective to clients and teams. I do this by working closely with clients to develop strong creative ideas and digital innovation. I work hard to understand the client and their business needs while always striving to deliver what is right for the user. This thinking means that I have consistently delivered innovative and award winning digital solutions for many leading brands.

I've successfully held Creative Director and Group Head positions, managed teams of over twenty people and for the last 8 years I have been instrumental in winning, architecting, designing and successfully delivering some of the UK's largest and most prestigious online brands.

Recently, I have championed new creative working practices using methodologies and technologies to successfully deliver award-winning products. Embracing concepts such as agile, jobs to be done, mobile first, content first, user centred design, one web, lean UX and responsive interfaces to create some truly fantastic digital products. I do and always will strive to lead by example and push teams to embrace the new.

I believe that ideas are the fuel for great design and that traditional concepts of what defines a great idea have fundamentally shifted since the emergence of the web and shifted again with touch. I currently lead a great team of exciting and talented young professionals and, together, we continue to innovate and have fun.

Current Creative Director at the OTHER media

I oversee the OTHER media's creative direction, with responsibilities for new business, online design strategy, corporate design, iOS, Android and mobile web. With many years of UX and architecture experience I also head up user experience offering for the OTHER media. I have been instrumental over the last few years in adopting and implementing agile delivery methodologies within the creative and UX delivery teams.

Product development Over the last 4 years product development has become a key focus and I have been fortunate to be involved in several start-ups where conceptual ideas, name generation, brand development, story mapping, lean UX and rapid prototyping have become central to producing innovative digital products.

Brand development Pure digital brand development or digital brand transformation are exciting areas I am frequently involved in either helping existing brands transform successfully or in developing emerging digital only brands such as apps.

Fashion / Retail Online design, and UX for classic British design icons, Paul Smith and Jasper Conran. Other fashion retail clients have included Sunspel, Ben Sherman, The Rug Company and The Royal Collection, Arlo & Jacob, CityLit.

Sport ECB – Watch as seen on apple keynote, iPhone, Android and Blackberry app development, including revolutionary iPad visualising sports data in real time. Arsenal iPad & iPhone app, Chelsea FC, Sport England, Football League, Rugby Football Union. Constant product innovation in this area is a key part of the last 4 years.

Culture **Historic England** – Creative director in charge of developing this new and exciting cultural organisation, brand development, logo design, brand guidelines and 12 months building an internal team to produce a new responsive launch site.

British Library – Development of a revolutionary pilot project, which has introduced a new architectural model, responsive design solution and semantic content.

Creative direction for the redesign of the Victoria and Albert web site including the highly acclaimed "Search the collections". Other clients include, The Natural History Museum, The Royal Collection, Royal Academy, BAFTA, Museum of Childhood, ZSL and NHM Wildlife Photographer of the year.

Publishing **Harper Collins** - Creative direction and design for "Wonders" Brian Cox's Wonders of the Universe iPad app.

Harper Collins - Creative direction and design for "Atlas" iPad app.

Collins dictionary - Creative direction and UX on this leading edge online dictionary

Previous Clients AA, American Express, Adobe, AT&T, BBC, British Airways, British Gas, British Telecom, Boots, Eurotunnel, Jaguar, Microsoft, Rayban, Royal Mail, Sony, Telewest, United Airlines, Citibank, Astra Zenica, Black and Decker, Cahoot, Paddy Power, Renault, Royal & Sun Alliance, Manchester United, Vodaphone, Reuters, Sky, Ferring Pharmaceuticals, Premier Farnell, Entertainment, Vodaphone, BP, Tarmac, VC Casinos, Disney, Viacom (MTV, MTV Base, Nickelodeon and VH1), Disney, Feld entertainment (Disney Live, Disney on Ice).

Recent Awards BIMA 2012 – Education & Outreach – Wonders of the Universe – Winner
BIMA 2012 Mobile – Wonders of the Universe – Commended
BIMA 2012 Entertainment – Wonders of the Universe – Nominated
BIMA 2012 Public Life – The V&A Website Redesign – Nominated
BIMA 2012 Education & Outreach – The Collins Dictionary – Nominated
BIMA 2012 Grand Prix – Wonders of the Universe – Shortlisted
BIMA 2012 Agency of the Year – the OTHER media – Nominated
BIMA 2012 Innovation – Wonders of the Universe – Nominated
Museums and the Web 2011 – Research / V&A Collections – Winner
Future book – Best Website – Collins Dictionary – Won
Future book – Adult App – Wonders of the Universe – Nominated
Future book – Reference Books Apps – Atlas By Collins – Nominated
BIMA – Butterfly Effect brand development NMA – Nomination
NMA Grand Prix – Manchester United and Sky video player – Winner
NMA – Sport categories for Manchester United's MU.TV – Winner
BIMA – "Cahoot" Best Cross Platform Application – Winner
BIMA – "Cahoot" Best Banking & Financial Services – Winner
BIMA – Manchester United – Nomination

Examples URL's <http://www.paulsmith.co.uk/>
<http://www.jasperconran.com/>
<https://historicengland.org.uk/>
<http://www.citylit.ac.uk/>
<http://www.arloandjacob.com>
<http://www.nhm.ac.uk/visit-us/wpy/index.html>
<http://www.bl.uk/world-war-one>
<https://itunes.apple.com/gb/app/arsenal/id332060637?mt=8>
<https://itunes.apple.com/gb/app/atlas-by-collins/id560461884?mt=8>
<https://itunes.apple.com/gb/app/brian-coxs-wonders-universe/id508465867?mt=8>

2006 - 2008 Art Director (The Grand Union)

Contracted to Grand Union from January 07 where I was closely involved in the development of the Boots account, and consequently spent 8 months as lead designer and UX architect developing Boots online store.

2005 - 2006 Creative Director (e3media London)

In 2005 Butterfly Effect was acquired by e3media and all staff and clients moved to the new company. I personally spent several months orchestrating the move and during 2005-2006 developed the London office winning new clients such as Sony, LivingTV, EON Random House publishing, Penguin, Harper Collins.

2003 - 2005 Creative Director (Butterfly Effect)

2002 Dimension Data committed to launching their creative services department as a separate brand (Butterfly Effect). I personally championed this development for 3 years and was responsible for all aspects of the brand development from initial concept through to the business plan and brand development.

1999 - 2003 Creative Director (Proxicom UK)

I joined the creative team in 1999 as Design Director for Clarity a small, highly successful company at the forefront of interactive web design. Proxicom purchased Clarity and I was then promoted to joint Creative Director. In 2002 Dimension Data purchased Proxicom and I was appointed sole Creative Director for the UK e-business division

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Pintrest www.pinterest.com/billgalloway/bill-likes/

Flickr www.flickr.com/photos/billgalloway/

Linkedin www.uk.linkedin.com/in/billgalloway

Qualifications

1973 - 1978 Eight O'levels Blackpool College of Art, Blackpool, Lancashire

1978 – 1980 'A' Level Art, Foundation Course: Art, Graphics, Sculpture, Print, Photography, Art History

1980 – 1983 Kingston College of Art, Kingston-upon-Thames, Surrey. BA Hons in Graphic Design: Typography, Photography, Packaging, Information Graphics, Exhibitions, Illustration, Corporate Design, and Advertising.

Computer Literacy Adobe Photoshop (Expert), Adobe InDesign (Expert), Adobe Illustrator (Expert), StrataStudio (Expert), Flash, MS Office, Visio, Windows and Mac OS, expert understanding of internet technologies and software.

Other skills Illustration, photography, typography, corporate brand development, user experience design, workshop facilitation, accessibility, animation, 3D modelling, video editing.