

# Nick Blackford

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## Profile

I'm a Lead Product Designer with experience working in-house at Disney, Pottermore and PlayStation. I also have experience working in genealogy, health-tech, ad-tech and design system documentation. I love problem-solving, improving user experiences and making things look better.

## Skills

- Adobe Creative Suite
  - Sketch / Figma
  - Invision
  - Abstract
  - Hand drawing
  - Copy writing
  - User research
  - Empathy
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Jan 2022



### Product Designer at zeroheight

Designing new features for the collaborative design system documentation platform zeroheight.

Dec 2020



### Lead Product Designer at A Million Ads

Leading design for a suite of products aiming to drive higher brand engagement by delivering personalised advertising creative at scale.

May 2018



### Design Lead at Doctorlink

Managed the in-house design team, ensuring that our design work was consistent, documented and accessible for both patients and clinicians.

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**Jan 2017**

## **Product Designer at Findmypast**

Designed new features to improve the existing record-searching and family tree functionality. Also for a brand new family history product.



**Oct 2014**

## **Digital Designer at PlayStation**

Created, managed and delivered creative content for playstation.com and all supported European territories.



**Jul 2012**

## **Digital Designer at Pottermore**

Used Adobe Fireworks and Photoshop to update the web app. Designed marketing assets across all channels.



**May 2011**

## **Creative Producer at Disney**

Designed and managed all online creative content for the UK, French and German Disney Store websites.

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## **Education**



### **University of Sussex, 2004 – 2007**

BA 2:1, English Literature & Media Studies



### **Central Saint Martins College of Art & Design, 2002**

Foundation Diploma, Fine Art Moving Image



### **Hampstead Secondary School, 1997– 2002**

A LEVEL, English (A), Media Studies (A), Art (A)