



Mitch Lenton

DIGITAL PRODUCT DESIGNER

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I am a highly skilled problem solver with over 12 years experience in the creative industry. I work in all areas of digital design from initial discovery & UX, to the visual solution and client presentation. And I love what I do.

Skills

Discovery & digital strategy
User Experience (UX) Design
User Interface (UI) Design
Product Design
Service Design
Illustration & Animation
Branding & Visual Identity
HTML, CSS, JavaScript

Awards

2018 Retail Week Excellence in Mobile Award (Finalist)
Debenhams

2017 Internet Retailer Mobile Commerce Excellence Award
Lancôme

2015 AIMIA Awards (Finalist)
BMW Engage

2014 Creativity International Gold Award
Melbourne Zoo App

2014 AIMIA Awards (Finalist)
Melbourne Fringe Festival

2013 Creativity International Platinum Award
Zoos Victoria Website

Experience

- SENIOR USER INTERACTION DESIGNER** 2015 - 2019
Mobify (Vancouver, Canada)
My initial role was UX and UI design for Mobify's worldwide commerce clients such as British Telecom, Under Armour, Lancôme and Debenhams. I then transitioned to Product Designer where I spearheaded the research, UX and UI of the Mobify UI Kit, Analytics Dashboard and Checkout.



LANCÔME
PARIS



- SENIOR DIGITAL DESIGNER** 2011 - 2015
Monkii (Melbourne, Australia)
Melbourne-based full service digital agency. I spearheaded the design department working closely with clients such as BMW, Live Nation and the Melbourne Comedy Festival, from initial discovery & digital strategy to UX/visual design production and post launch analysis.



LIVE NATION



MELBOURNE INTERNATIONAL
COMEDY
FESTIVAL

- DIGITAL DESIGNER & CONSULTANT** APR - SEP 2011
Balloon Dog (London, UK)
UK-based digital & print design agency with multinational high profile clients. I worked within a team of strategists, designers, copywriters and developers to generate innovative digital concepts and polished artwork for clients like Disney, Mazda and Duracell.



DURACELL



- WEB DESIGNER** 2007 - 2011
Affinity (Norwich, UK)
One of the UK's top 100 digital agencies. My responsibilities included producing visual designs from detailed briefs to generate new business, as well as designing concepts and artwork for the agency's existing clients such as Startrite Shoes, Marshall's Seeds and Harley Davidson.

Education

BA (HONS) DEGREE - GRAPHIC DESIGN 2004 - 2007
University of Lincoln, UK

BTEC DIPLOMA - ART & DESIGN 2003 - 2004
Norwich Arts School, UK

References

I have made a fantastic impression in all of my previous roles - a fact any of my references would be happy to discuss with you.

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