



# Bradley Thornton

bthornton.co.uk

## About me

I'm driven by a passion for tackling creative challenges head-on, solving problems through design and observing their impact. I bring expertise in crafting interactive experiences, managing design systems, and championing accessibility. As a certified Scaled Agile practitioner, I have a dedication to delivering positive change through impactful design solutions.

Situated in Leeds, you'll find me with a cup of Yorkshire tea in hand (because, let's face it, it's practically mandatory). When I'm not crafting user-centred experiences, my passport craves new adventures, exploring diverse culture and diving into the best food spots (while desperately trying to keep up with the gym membership).

## Education

### University Campus Barnsley

Graphic Design NVQ Level 3 Diploma

### Barnsley College

Graphic Design & Photography BTEC Level 3 Extended Diploma

### Kirk Balk Community College

Art & Design Level 2 BTEC Diploma, Distinction\* Graphic Products, GCSE, Grade A English, Maths, ICT, Science, Literature

## Certifications

### Certified SAFe® 6 Practitioner

Issued by Scaled Agile Inc in 2023

### W3C Web Accessibility

Issued by UNESCO Institute for Information Technologies in Education in 2023

### CSS & XHTML for Web Development

Issued by Total Training™ in 2014



## Lead Designer at Sky

Feb 2023 - Present · 1 year 2 months

- As the design lead for a major program at Sky, I have co-ordinated seamless communication and collaboration, ensuring alignment on design objectives and project requirements, among designers, engineers, architects, experimentation, content, and product.
- Leading design decisions across various capabilities, particularly in the checkout process and broadband functionality, to facilitate and enhance the digital experience for re contracting, upgrades, and cross-selling.
- Strategised and executed design sprint plans tailored to user needs and business objectives, encouraging creativity and efficiency across design, content, and research to drive project success.
- Represented and led design across multiple streams at program increment planning events, refining goals, mitigating risks, and agreeing a coordinated cohesive plan to meet broader organisational objectives.
- Created innovative collaboration methodologies within the squad, leveraging retrospectives, workshops, and collaborative working groups to enhance design structure and productivity to meet project demands.
- Strategically mapped out usability testing touch points to ensure final products align with customer expectations and reach all accessibility standards.
- Implemented a robust design file structure to support large-scale programs and rapid releases, facilitating seamless coordination with large development teams.
- Led director-level wall walks and playbacks to champion digital customer experience design choices.



## Product Designer at Sky

Jan 2020 - Feb 2023 · 3 years 2 months

- Through Service Design methodology, I have helped fast-track customers to get the help they're looking for online, reducing customer effort and incoming call volume to the contact centres, saving the business thousands in call reduction.
- I am part of a design alliance group that is responsible for creating and managing the Sky Design System that shapes the day-to-day delivery and forward-looking design direction across sky.com.
- I'm an active member of the Accessibility Champions Network at Sky, sharing my knowledge, experience, and challenges when designing for accessibility.
- Conducted moderated user interviews and usability tests with individuals from diverse backgrounds, including people with disabilities, utilising various assistive technology setups, to ensure product accessibility & usability for all.



## Senior UI Designer at Home Agency

Jan 2019 - Jan 2020 · 1 year 1 month

- Delivered a robust design system for Royal Canin, a major brand of Mars Inc., across 52 market websites and digital products, prioritising accessibility best practices, top-tier user experiences, and exceptional brand experiences. The design system achieved significant cost savings, reducing development costs by more than £85,000 per project.
- Provided high-fidelity designs, collaborated with in-house developers, and worked closely with the analytics team to identify areas for improvement for clients such as Dr. Oetker, Wella and Science in Sport.
- Played a mentoring role, guiding fellow designers in expanding their expertise in user experience design, fostering professional growth both individually and within the team.



## Product Designer at DAZN

Jul 2017 - Jan 2019 · 1 year 7 months

- Served as the lead designer for renowned sports mobile applications like Goal, Makolik, and Conmebol Libertadores, which collectively had millions of users worldwide.
- Operated in a dynamic and highly competitive market, consistently driving innovation by introducing new features and staying at the forefront of user-centered design trends.
- Acted as a catalyst for change and creativity, responding to the demand to stay ahead in the sports mobile application industry.
- Played a pivotal role in the integration of OPTA & DAZN, leading the design effort to create a subscription-based live sports coverage platform united with the fastest and most compelling sports data, solidifying DAZN's position as a leading player in the sports media industry.



## Product Designer at MAM Software

May 2015 - Jul 2017 · 2 years 3 months

- Played a pivotal role in designing a user-friendly garage management application for Goodyear, which is used globally for various tasks including inventory control, stock management, VAT returns, automated MOT bookings, and routine servicing.
- Conducted data analysis to inform the design process and crafted responsive user interfaces that simplify complex data for users with varying levels of digital experience.
- Collaborated closely with the marketing team, actively contributing to campaigns in both the UK and US markets.
- Managed multiple websites using a Content Management System, enhancing MAM Software's online presence.



## Digital Designer at Optilead

Jun 2014 - May 2015 · 1 year

- Achieved significant results in improving customer engagement for prominent UK clients, including Npower, Plusnet, and British Gas, by strategically designing and executing engaging email campaigns that increased profitability.
- Played a pivotal role by managing the company's brand identity, and overseeing various marketing initiatives, establishing Optilead as a recognised market leader in retail solutions within the UK.
- Took charge of enhancing Optilead's online global presence by designing, developing, and maintaining the website.
- Attracted a growing client base, substantially improving bounce rates and user interaction, leading to increased visibility of the site through search engines, contributing to the company's continuous growth and success.



## Graphic Designer at Barnsley College

Jul 2013 - Jun 2014 · 1 year

- Specialised in visual design and produced marketing collateral to enhance campaigns, aimed at increasing student enrolments at Barnsley College, a top-rated institution recognised by Ofsted.
- Created a wide range of marketing materials, including print items like posters and flyers, as well as digital content such as email templates and online brochures.
- Led a successful student loyalty campaign that significantly improved student progression and reduced drop-out rates compared to previous years.
- Played a key role in organising college and university events, ensuring exceptional customer service and professionalism to uphold and enhance the college's reputation.