

► Hi, I'm Dave Price

I'm a multi-disciplinary creative. A UI designer with UX sensibilities. I've crafted design systems. Prompted AI. Scamped concepts. Tailored copy. Pushed pixels. Béziered curves. Dragged keyframes. Won pitches. Lost sleep. Made deadlines. Sweet-talked clients. Coerced developers. Led by example. And across everything, taken pride.

dav3price.com

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Skills

Managed teams to Digital Design Director level
Full-stack across complete design process
Worked with strategy on User / Product / Market research
UI / UX design
Graphic design and illustration
Motion
3D and video editing knowledge
AI
Photography
Branding, print and copywriting knowledge
Created and presented decks internally and externally
Worked across multiple 360 campaigns
E-commerce, SaaS, corporate and social platforms
Tech, manufacturing, finance, leisure, food & drink

Software

Figma (design, systems, prototyping)
Sketch and Zeplin
Adobe CC - Photoshop, Illustrator, After Effects (InDesign, Premiere Pro, XD knowledge)
Cinema 4D and Blender knowledge
Microsoft Office knowledge
Miro
JIRA knowledge
AI used within these, ChatGPT and Midjourney

Clients

Apple / Jaguar Land Rover
GoHenry / Orange / Ford
Hitachi / BBC / Lloyds TSB
Bombay Sapphire / Oracle
Virgin Atlantic / Microsoft Bing
V&A / BT / Nokia / GHD
Doodle Productions / LG
Volvic / Marks and Spencer
Alfa Romeo / Virgin Media
Getty Images / Virgin Mobile
Royal Bank of Scotland
Discovery / Visit London
Center Parcs / Codemasters
Hunter Boots

Experience

GoHenry
Freelance UX / UI
03/2025 - 06/2025

Ford
Freelance UX / UI
08/2024 - 02/2025

Orange
Freelance UX / UI
11/2022 - 06/2024

Method - Hitachi
Freelance Strategy / UX / UI
09/2022 - 10/2022

Engine - Apple
Freelance UI
06/2022 - 07/2022

Spark44 / Accenture -
Jaguar Land Rover
Global Digital -
Design Lead
01/2015 - 04/2022

Bluehive - Ford
Freelance UX / UI
03/2012 - 12/2014

Ogilvy One
Freelance UX / UI
02/2012 - 03/2012

LBi
Freelance UX / UI
09/2011 - 10/2011
11/2011 - 01/2012

Exposure
Head of Digital Design
04/2011 - 09/2011

R/GA
Freelance Creative
10/2010 - 04/2011
10/2011 - 11/2011

Euro RSCG London
Freelance Creative
09/2010 - 10/2010

Saint @ RKCR/Y&R
Freelance Creative
06/2007 - 09/2010

Start Creative
Freelance Creative
10/2006 - 05/2007

PDD
Senior Designer + UI
05/2003 - 07/2006

Central Industrial
Senior Designer /
Art Direction
07/2001 - 05/2003

Teamworks Interactive
Senior Designer
09/1999 - 01/2001

Symbiosis
Designer
05/1997 - 09/1999