

# Nathan Greaves

## Curriculum Vitae



### Contact

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### About Me

Multidisciplinary designer with 3 years of experience in UX/UI design and over a decade in graphic design. Proven ability to create engaging, user-centric experiences that balance aesthetics and functionality across luxury brands, tech, and sports industries. Adept at strategic thinking, user research, and visual storytelling to deliver innovative solutions that drive measurable business impact.

### Experience

#### Entain | Senior UX/UI Designer

Entain is a global sports betting and gaming company owning brands like Ladbrokes, Coral, and bwin.

- Designed and implemented user-centric digital experiences for gaming platforms.
- Conducted user research and usability testing to enhance engagement and conversion rates.
- Created wireframes and detailed prototypes.

#### Freelance/Contracting | Designer, Consultant

Worked with high-profile and start-up clients across luxury, tech, and sports industries.

- Delivered innovative design solutions tailored to diverse brand identities.
- Developed branding, UI/UX for multiple clients.
- Collaborated with stakeholders to align design objectives with business goals.

#### Mayfair Design & Print | Senior Graphic Designer

- Designed print and digital marketing materials for luxury clients.
- Managed branding projects from concept to production.
- Ensured high-quality typography and layout execution across various media.

### Skills/Software

**UX/UI Design:** Wireframing, prototyping, usability testing, interaction design.

**Adobe Creative Suite:** Photoshop, Illustrator, InDesign.

**Figma:** UI/UX design, prototyping, collaborative workflows.

**Branding & Visual Identity:** Crafting compelling brand narratives and brand assets.

**Typography & Layout:** Strong knowledge of composition, hierarchy, and readability.

**Prototyping & Interaction Design:** Creating interactive prototypes with motion elements.

**Creative Direction:** Leading design projects from concept to execution, ensuring strategic brand alignment.

### Education

#### Croydon Higher Education

BA (Hons) Graphic Design

Grade: 2:1

Received the highest achievement award from the Surrey Education Board for dissertation and exhibition.

#### Central Graphics Academy

BTEC ND Multimedia Graphic Design

Grade: Distinction

#### Newham College of Education

• BTEC Higher Diploma Advanced Graphic Design Grade: Distinction

• BTEC National Diploma Advanced Graphic Design Grade: Merit