

Get in touch

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Portfolio

chrisgriffithscreative.com

LinkedIn Profile

linkedin.com/in/griffithschristopher

Education

2000 – 2003

BA, Graphic Design

University of Nottingham

1998 – 1999

Diploma in Foundation Studies

Winchester School of Art

Expertise

Branding & Corporate Identity

Web and Product Design

User Interface Design

Interaction Design

Visual Design

Pitch Deck Presentations

Experimentation & Testing

PowerPoint Presentations

Fully Licensed Drone Pilot

Team Leader

Awards

Future Talent Award Winner 2002
The LEGO® Certified Professionals

Chris Griffiths

I'm an innovative and results-driven Digital Brand & Logo Visual Designer and UX/UI Specialist with a passion for creating meaningful, intuitive, and visually compelling digital experiences. My work blends strong creative direction with data-driven decision-making, allowing me to design solutions that not only look exceptional but also deliver measurable business impact.

With extensive experience in user research, interaction design, user flows, wireframing, and A/B testing, I focus on understanding real user needs and translating insights into elegant, user-centred products. I apply Agile methodologies and collaborative design processes to move ideas from concept to launch efficiently and effectively.

I thrive at the intersection of branding, user experience, and product strategy, helping businesses strengthen their identity, elevate their digital touchpoints, and increase engagement and satisfaction across platforms.

Experience

Lead Digital Brand Designer – KJC Creative, Remote. 2023 – 2025

A creative design agency delivering branding, strategy and digital services for businesses positively shaping the world today. Working across a wide range of sectors including finance, healthcare, retail and technology. Clients include an eclectic mix of household names and fresh new start-ups such as Beam, Williams F1, Oribiotech and Elysia.

As Lead Digital Brand Designer at KJC Creative, I direct the creative vision and digital brand strategy for diverse clients, blending design innovation with business objectives to deliver consistent, high-performing digital experiences.

Skills: Logo Design, Brand Identity, Pitch Presentations, User Experience (UX), Wireframing, User Interface (UI), Web & Product Design

Head of Design – Ayima, London. 2018 – 2023

Ayima is a digital marketing agency with offices in several locations, including London and New York, that specialises in organic and paid search, content marketing, web design, and data and software platforms.

As Team Manager on the London executive team, collaborated with COO Mike Nott to direct a high-performing design team delivering innovative UI, interaction design, and brand strategies for prominent clients such as British Airways, B&Q, and Macmillan, enhancing digital engagement and brand visibility.

Skills: User Research, Interaction Design, AB Testing, Agile Methodologies, User Experience (UX), User Interface (UI), Corporate Identity, Team Leader

Design UI Lead – Ayima, London. 2016 – 2018

Directed UI and interaction design strategy for a London-based team delivering award-winning digital experiences for global brands such as British Airways, Kingfisher, EasyJet, Worldpay, B&Q, and PartyPoker, resulting in improved user engagement and measurable business growth.

Skills: User Research, Web & Product Design, AB Testing, Agile Methodologies, User Experience (UX), User Interface (UI), Corporate Identity, Team Leader

Software

Photoshop ●●●●●●●●●●
Illustrator ●●●●●●●●●●
Indesign ●●●●●●●●●●
Sketch ●●●●●●●●●●
Figma ●●●●●●●●●●
PowerPoint ●●●●●●●●●○
Canva ●●●●●●●●●○
Pitch ●●●●●●●●●○
Moday.com ●●●●●●●●●○
Asana ●●●●●●●●●○
Lunacy ●●●●●●●○○○
Eagle ●●●●●●●○○○

Other

Lego Portraits by Grifshead

[https://www.bowiegallery.com/
category/art-by-grifshead](https://www.bowiegallery.com/category/art-by-grifshead)

<https://www.facebook.com/Grifshead>

Drone Pilot License

A2 CofC and GVQ Certificates

[GVC Cert - Christopher Griffiths.pdf](#)

[A2 C of C - Christopher Griffiths.pdf](#)

Interests

Community Involvement
Classic Car Restoration
Professional Drone Pilot
Lego Portraits
Photography
Cooking
Sports
Travel
Music
DIY

Chris Griffiths

Experience continued

Head of Visual Design – Boston Ivy (IG), London. 2015 – 2016

Boston Ivy was a subsidiary of IG Group, a global online trading company, that managed several new generic top-level domains (gTLDs) like .forex, .trading, and .broker. It was created by IG to support the financial services sector by providing specialized domain names to help companies in the industry establish their online presence.

Directed all design activity across Boston Ivy, shaping and communicating a cohesive design vision that supported the group's mission to provide transparent, accessible website experiences. Actively influenced cross-functional initiatives and championed design excellence across the wider team.

Skills: User Research, Interaction Design, Web & Product Design, AB Testing, Agile Methodologies, User Experience (UX), Corporate Identity, Team Leader

Design Technical Specialist – IG, London. 2014 – 2015

A global leader in online trading and investments, operating across nineteen countries on five continents. We continuously push the boundaries of technology, platforms, products, and exchanges to expand trading and investment opportunities for ambitious individuals worldwide.

Directed UI and interaction design teams in London and Krakow, delivering award-winning trading experiences. Established a cohesive visual design system adopted across international brands, elevating global consistency, usability, and design standards.

Skills: Web & Product Design, Interaction Design, AB Testing, User Experience (UX), Corporate Identity, Logo Design, User Research, Team Leader

Head of Design – IG, London. 2011 – 2014

Led a 25-person multinational design team across London and Poland, delivering UI and interaction design for multiple award-winning online trading platforms. Drove design consistency across a global product and brand ecosystem, and directed the organisation's 2012 company-wide rebrand — the most ambitious and influential initiative in the company's history.

Skills: Visual Design, Interaction Design, AB Testing, Agile Methodologies, User Experience (UX), Global Rebrand, logo Design, Office Upgrades, Team Leader

Senior Designer – IG, London. 2007 – 2011

During a period of accelerated company growth, I built and led a cross-functional design team, establishing scalable workflows across product, engineering, and marketing. I delivered localized marketing websites and campaign assets that enabled the company's international expansion. I also served as lead designer for IG's first mobile trading app on iOS and Android—an award-winning product that has held the title of "Best Trading App" for the past ten years.

Skills: User Research, User Interface Design, Responsive Web Design, Product Design

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Experience continued

Lead Designer – Adgrafix, London. 2006 – 2007

I collaborated with leading brands including BBC, Channel 4, and Tesco on projects involving prototype creation, user research, UI design, and the front-end development of responsive, user-centred websites.

Skills: User Research, User Interface Design, Responsive Web Design, Print Advertising

Graphic Designer – Frank Comms, London. 2004 – 2006

I developed marketing campaign websites and press collateral, while leading the illustration of custom infographics and iconography to support brand storytelling.

Skills: Print Advertising, Web Design, Infographic & Iconography Design

Visual Designer – DKNY & Faded Glory, New York. 2003 – 2004

I worked on a variety of creative projects, including designing in-store brochures, flyers, promotional leaflets, and product visuals. I've also created information graphics to enhance customer engagement and contributed to the design and setup of event stands. Additionally, I've worked as a creative assistant on photoshoots, supporting the team in bringing visual concepts to life.

Skills: Print Advertising, Web Design, Photography, Brochures. Information Graphics

References

Mike Nott, COO – Ayima, London. 2019 – 2025

07717 218267 | mike@ayima.com

Mike is the COO and Founder of Ayima. He was my Line Manager at Ayima for 6 years

Nicky Applegarth, Managing Director – Ayima, London. 2016 – 2019

07554 663609 | nicky@ayima.com

Nicky is Managing Director of Ayima and was my Line Manager for 3 years before I was promoted to Head of Design.

Alastair Hine, CIO – IG & Boston Ivy, London. 2016 – 2019

07515 899818 | alastairh@me.com

Alastair was CIO at IG and Boston Ivy. He was my Line Manager from 2012 - 2016.

Paula Smith, Head of Product – IG, London. 2007 – 2012

07733 227628 | paula.smith@ig.com

Paula and I worked together on a number of high profile projects at IG and was my Line Manager before I got promoted to Head of Design.