

TOM MURCH

CREATIVE | DESIGNER | MANAGER



ABOUT ME

A highly organised, innovative and creative individual looking to add value, develop and progress my career to the next level. Incredibly passionate, enthusiastic and self motivated to enhance my skill set and expand my knowledge. My approachable personality and thorough attention to detail make me a strong team player who enjoys the responsibility of forming, developing and leading teams. I thrive on working in a collaborative creative environment and have always taken great pride in helping others to develop and progress their own career paths.

CONTACT

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EDUCATION

From 2006 to 2009

UCA - Epsom

BA (Hons) Graphic Design 2:1

Neoco Design

Internship

SKILLS

Professional

- Graphic Design
- UI/UX Design
- Web Design
- Product Design
- Branding
- Management
- Team Development
- Conceptualisation
- Print
- Project Management
- Competitor Research
- Wireframing

Programmes

- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- Animate

EXPERIENCE

From 2020 to Present | Betway - Design Manager

Direct, develop & support a talented creative team of multi disciplined designers. Responsible for creative output, upskilling, training and career progression. Brand guardian, tasked to maintain strict guidelines and strive to introduce new initiatives, innovations and add value.

- Betway Sports re-brand. Introduced photo-shoot editable smart libraries optimising a time reduction of 66% for asset production.
- Esports visual and strategic re-brand resulting in visual brand and marketing identity metric increase from 15% to 47%.
- UI Product enhancement resulting in €1.4m increase in yearly deposits and an average of 26% conversion rate increase globally.
- Project managed World Cup 2022 Toolkit. Promotion generated £8.3m in Gross Win and took 1 week for regional implementation.
- Project managed global tool-kits across Sports, Casino, Esports and Vegas. Revamp of products, promotions and features on app.
- Optimisation of Digital Asset Management tool templates. Efficiency resulted in significant reduction of design requirements.
- Live Odds acquisition banners revamp. Click through rate increase from 0.16% to 0.33% achieved across multiple markets and regions.

From 2018 to 2019 | CircusCode - Design Team Lead

- Migrated over one hundred thousand players to newly released native platforms with in app marketing campaigns.
- Responsible for company wide corporate re-brand across 4 offices.
- Worked closely with the development team to implement product changes which successfully increased revenue.

From 2014 to 2018 | Gamesys Social - Design Team Lead

- Built a multi talented design team involving UI/UX, marketing and motion designers. Achieved a company wide review rating of 97%.
- Successfully progressed designers from junior to senior level.
- Complete restructure of design operations optimising output.

From 2010 to 2014 | Gamesys - Designer/Senior Designer

- Multi brand marketing campaigns on 5 brands (Virgin, The Sun, Heart, Caesars, Jackpotjoy). Acquired and converted customers.
- Underwent extensive management and development training.