

# CHRIS PRIME

Designer | Artworker | Developer

(Looking to relocate to Manchester)

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## EXPERIENCE

### LEAD DIGITAL DESIGNER

XYi Design | Sep 2017 - Present

As the Lead Senior Digital Designer at XYi Design, I direct the digital execution of film marketing campaigns for the company's primary clients, Paramount and Universal, ensuring seamless delivery across 40+ international markets.

My role involves high-level creative approval for all digital assets generated by my team, maintaining quality and campaign consistency to tight deadlines.

I designed and oversaw the build of the company's new website (xyi.com). Produced and localised over 500+ social assets for film launches, produced over 700+ DOOH layouts for the motion to work with and worked on 20+ UK online campaigns.

I lead and mentor a team of four (including remote members), focusing on their training, development, and career growth within their roles.

### DIGITAL DESIGNER

Linney Create | Jan 2014 - Sep 2017

In this role, I got stuck into everything digital, from email design and build, to designing screens for Digital Signage.

I also focused on motion design and building HTML Banners using Adobe Animate.

#### Triumph - Tiger 800 Campaign

Created 300+ HTML banners across multiple languages for the global market of the new Triumph Tiger 800 motorcycle, the banners gained a 20% increase in sales and doubled the brochure downloads from the year before.

#### Boots - Digital Signage

Lead designer tasked with the repurposing of print artwork into a Digital Signage format. I guided a small team of animators to deliver the content ensuring the work met the requirements of the client.

### FREELANCE - FRONT END

Chris Prime Design | 2011 - 2014

Demonstrated initiative and helped develop new skills by engaging in freelance projects throughout my degree. Personal highlights were creating a website and logo for a small start up company: DM Footcare and designing playing kits and communication materials for my university rugby league team.

## SKILLS

### Visual Design, Frontend Dev (HTML & CSS), UI Design, Illustration, Creative Artworking.

Adobe Photoshop



Adobe Illustrator



Adobe Indesign



Figma/Adobe XD



HTML



CSS



Visual Studio Code

Sublime

Mac

Windows

Wordpress

Wrike

Keynote

Google Suite

Retouching

## EDUCATION

### BSC (HONS) DIGITAL MEDIA TECHNOLOGY

Nottingham Trent University | 2009 - 2013

2:1 in Digital Media Technology.

### BTEC IT PRACTITIONERS

The Henley College | 2007 - 2009

Distinction.

## LANGUAGES

Born in South Africa. I have an english speaking father and an Afrikaans mother.

English  
100%

Afrikaans  
30%

# MORE PRIME

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## SHORT PROFILE

London-based Lead Digital Designer & Developer (looking to relocate to Manchester) with 12+ years of experience delivering global campaigns for major studios including Paramount and Universal Pictures.

A Nottingham Trent graduate (BSc) with a unique dual-skillset in high-end creative artworking and front-end development (HTML/CSS).

I bridge the gap between complex design concepts and technical execution, leading teams to deliver consistent, high-impact digital assets across international markets.

## PERSONAL INTERESTS

Outside of the studio, I spend most of my time keeping up with my energetic two and a half year-old, which certainly keeps me on my toes.

I enjoy playing rugby and going to see matches when I can. I am also a big fan of Supercross, which is another passion of mine.

In my spare time, I like to take up personal projects for friends and family, which help keep my skills fresh and current.

Fitness and the gym is important to me as I like to stay healthy.

## PERSONAL QUALITIES

**Collaborative Leader:** A confident and empathetic communicator who prioritises active listening to ensure project goals are met and team dynamics remain positive.

**Adaptable & Tech-Driven:** Committed to continuous professional development; I proactively stay ahead of design trends and emerging technologies to keep creative output fresh and competitive.

**Problem Solver:** I approach new challenges with a “solutions-first” mindset, whether tackling complex artworking or technical front-end builds.

## FUN FACT

I was once an extra on the popular tv show, Midsomer Murders (thankfully, I wasn't one of the victims).

## REFERENCES

References available upon request.