

NAME: [Mario Takousies](#)

URL: [www.lightandbold.co.uk](http://www.lightandbold.co.uk)

CONTACT: +44 (0) 77 5331 4064

[mario@lightandbold.co.uk](mailto:mario@lightandbold.co.uk)

[LinkedIn](#)

[YunoJuno](#)

SKILLS: [Design Director](#)

[UI/UX, Visual Design](#)

## EXPERIENCE

### [DMI Experience Group / 2020 - 21](#)

Lead UI/UX Designer (F/L)

During the past 12 months I have been working with the team at DMI on supporting their ArtBasel client with BAU designs, consolidating and updating their design system but also helping them launch a host of new features on both their web platform and native apps.

### [Clubhouse Studios / 2019 - 20](#)

Lead UI/Product Designer (F/L)

I worked with the Clubhouse team on an end-to-end experience for a new Adidas mobile AR product.

During the project I collaborated with the in-house UX team and across functions of Adidas Design and Engineering based in Amsterdam, to design and build a product that will enhance the way Adidas customers shop online.

### [IBMix / 2019](#)

Lead UI/Visual Designer (F/L)

I had the opportunity to work on two projects at IBMix;

- Starting in January 2019 I led the re-design for BP's fuel mobile payment app (BPme) and in parallel helped establish

a design system for use by BP Retail globally.

- Later in the year, I led UI and UX on a project for the Cannes Lions Festival. Using the AI technology of IBM's Watson we created a web portal where it allowed users to search for video content from the festival using natural language and results were delivered to them in a way tailored to their question.

### [Crabtree & Evelyn / 2017 - 18](#)

Design Director (F/L)

Digital transformation project were I led the in-house design team and collaborated with our technical delivery partners in the UK and abroad to create and launch a new mobile first global e-commerce platform for this quintessential British brand.

### [More freelance...](#)

TRIBALWORLDWIDE / PUBLICIS SAPIENT / ANALOGFOLK / CANDYSPACE / DIGITASLBI / HAVAS / Mr. PRESIDENT / DDB REMEDY / AKQA / FCB INFERNO / FRIDAY / BBH / EY-SERENE / GRAND UNION /

### [M&C Saatchi / 2010 - 2012](#)

Senior Digital Designer

### [LIDA / 2007 - 2010](#)

Digital Designer

### [DDB London / 2006 - 2007](#)

Junior Designer

## MORE ABOUT ME

Hello, I'm Mario – a London based UI designer with a soft spot for UX design, bright colours and unusual shapes.

Working in digital design since 2006, I have accumulated years of experience in UI/UX and visual design and have collaborated with some great agencies and brands.

Today I focus on UI design and whether I'm sketching, working out the UX or prototyping I keep the user at the core of my process and try to infuse the work with my personal style.

When I'm not designing you'll find me walking around London with my film camera, travelling to warm destinations and listening to house music.

For up to date information and work examples please visit: [lightandbold.co.uk](http://lightandbold.co.uk)

## EDUCATION

### [B\(Sc\) Multimedia Computing](#)

University of Westminster  
2002 - 2005

### [MA Interactive Multimedia](#)

LCC, University of the Arts, London  
2005 - 2006

## REFERENCES

Available on request.

### SKILLS

Design Direction

UI & UX

Branding

Product Design

Visual Design

Responsive Web

### TOOLS

Sketch

Figma

Principle

Illustrator

Adobe XD

Photoshop

InVision

