

NATHAN WARNOCK

BRAND AND PRODUCT EXPERIENCE DESIGN LEADER

My exceptional breadth and depth of experience guides my human-centric creative approach to deliver massive results in customer engagement, satisfaction and commercial success.

Let's connect today and see what we can do together tomorrow.

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2019

ASSOCIATE DIRECTOR EXPERIENCE DESIGN INTIVE UK

I created the first independent Design Studio for this global outsource software development agency. Leading intive's evolution towards becoming a more design-led digital transformation partner, our focus was to identify and explore opportunities for CX and UX innovation using our leading-edge expertise in AI, computer-vision, machine-learning and voice-UI.

Key Clients:

Discovery Inc, BlackBerry, Specsavers, Tandem Bank, Heathrow Airport and Heathrow Express.

KPIs:

- Created the company's first experience design research and innovation team;
- Design-sales pipeline created independently from existing sales-bonus structure;
- 12 month revenue target secured within 5 months.

Responsibilities:

- Company-wide design-thinking and design-value education and evangelism;
- Design strategy, methodology and process development and implementation;
- Leadership on all service and digital product design projects;
- Design-sales training, strategy and direction;
- Client meetings, proposals and workshops.

2017 - 2018

BRAND AND EXPERIENCE DIRECTOR STEPHEN ROCHE CYCLING

I drove the digital transformation of this 20 year old business, implementing a new cloud-based, synchronous multi-user workflow to enable greater team collaboration with shared live data across three new operational locations. The result of these improvements was the company's most profitable period of operation since 1995.

Key Events:

- Annual 5 day cycle tour of Mallorca;
- Special anniversary event in the French Alps.

KPIs:

- 15-25% year-on-year revenue growth;
- 200% net profit increase;
- 800% increase in digital engagement;
- 30% improvement in customer conversion;
- 80% team growth with 3 new retail locations.

Responsibilities:

- Team building and management;
- Digital transformation of business;
- End-to-end service and customer experience design and implementation;
- Custom digital product design for all back office admin, booking and CRM tasks;
- Custom high-performance sportswear designs;
- Design, fit-out and management of three new multi-purpose retail facilities.

2013 - 2016

HEAD OF DESIGN AND PRODUCTION DIGIT GAME STUDIOS

As the only member of the Executive Leadership Team with a multi-functional role across all company departments, my design-thinking problem-solving leadership was the catalyst and driving force for DIGIT's incredible transformation from struggling startup to being the largest and most successful independent game development company in Ireland.

Published Games:

- STAR TREK: Fleet Command (mobile);
- KINGS OF THE REALM (mobile and desktop).

KPIs:

- Genre-leading KPIs for retention and monetisation;
- Top grossing strategy game in 50 countries;
- 2000% ROI on global UA and marketing spend;
- Performance data secures multi-million dollar investment and new publishing partner, Scopely.

Responsibilities:

- Design lead for UX, UI and core product systems;
- Prototyping, QA and user-testing;
- Data analysis and actionable improvement insights;
- Multi-channel marketing strategy and campaigns;
- User-acquisition, conversion and monetisation;
- Lead content producer and story editor;
- Game community building and management;
- Art direction and approval of all published assets;
- Web design and development, including: targeted landing pages and community forum.

2012 - 2013

LEAD PRODUCT DESIGNER IPAG IRELAND

I worked as the main creative contractor for IPAG for several years before joining the company full-time in 2012 to focus on digital product design. Together, we delivered many highly successful and technically challenging products, including IPAG's proprietary custom "Webinabox™" CMS and a ground-breaking Government data-visualisation web-app.

Key Clients:

Irish Government, AIG, Bank of America, Barclays, Bloomberg, Merrill Lynch, HSBC and the RAF.

Key Project:

Design lead for an award winning multi-platform employee training and engagement app. The core product was designed as a modular system to allow for agile multi-track feature development and easy customisation for specific client requirements.

Responsibilities:

- Design strategy, methodology and process development and implementation;
- Design lead for UX, UI and core product systems;
- Prototyping, QA and user-testing;
- Service and customer experience design;
- Digital product design;
- Team building and management.

2005 - 2012

FOUNDER / CREATIVE DIRECTOR CREATIVE NATION

2003 - 2005

CREATIVE DIRECTOR EBOW

2001 - 2002

FREELANCE LONDON AND DUBLIN

1999 - 2001

CREATIVE DIRECTOR INTERNET BUSINESS GROUP PLC

1998 - 1999

HEAD OF INTERACTIVE SYNRG CREATIVE

1997 - 1998

SENIOR DESIGNER RED HERRING DESIGN

1996 - 1997

GRAPHIC DESIGNER MCG&A

1994 - 1996

JUNIOR DESIGNER TARGET MARKETING

1992 - 1995

BACHELORS DEGREE DUN LAOGHAIRE INSTITUTE OF ART, DESIGN AND TECHNOLOGY



NATHAN WARNOCK

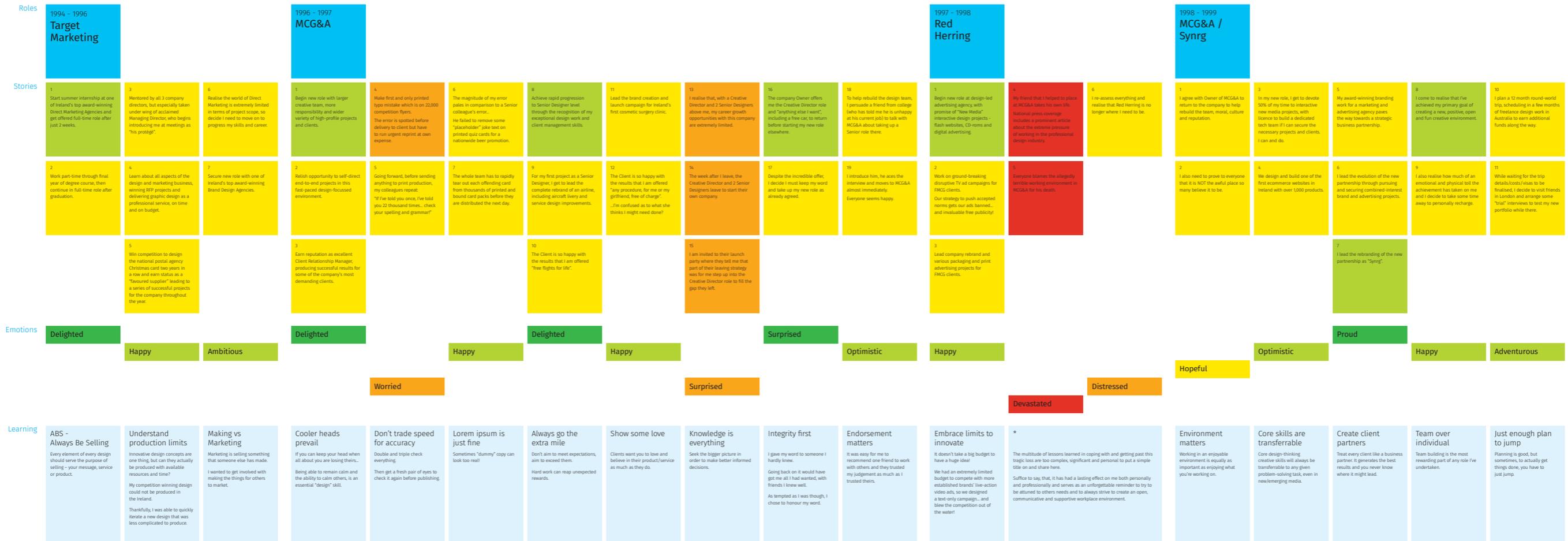
DESIGN EXPERIENCE JOURNEY (1/3)

Beyond the exponentially positive influence I bring to the creative teams I lead and the incredible award-winning and commercial results I've achieved, here are some of the key stories and learnings from my professional journey that shape who I am as a design leader today.

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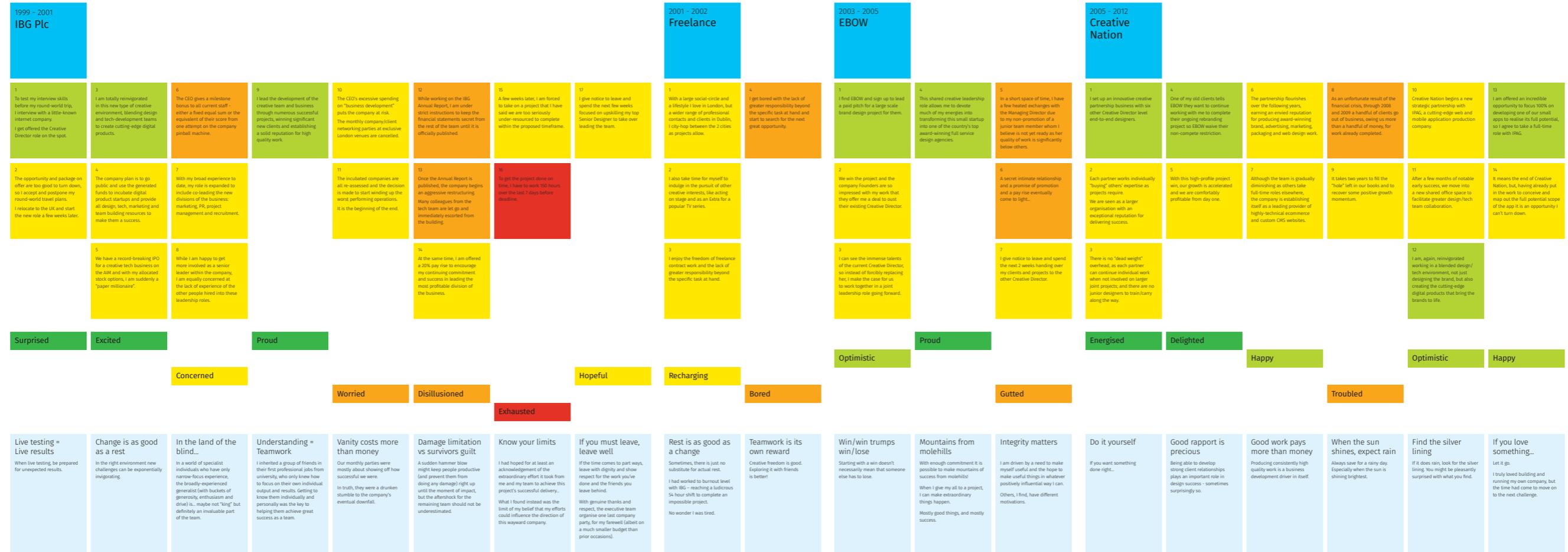
DESIGN EXPERIENCE JOURNEY (2/3)

From the dizzying heights of the millenium dot-com boom and pinball-score cash bonuses; to the challenging depths of the Celtic Tiger crash and clients who suddenly disappeared overnight... some lessons cost more than others to learn.

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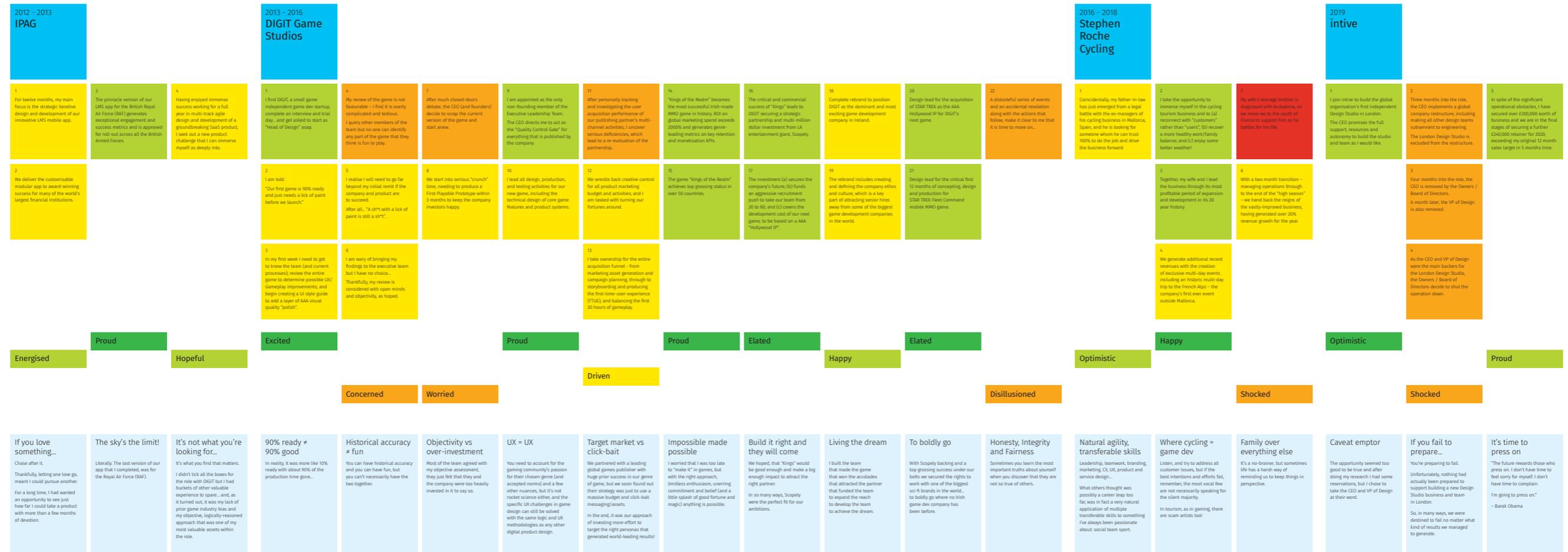
DESIGN EXPERIENCE JOURNEY (3/3)

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From flying high with the Royal Air Force; to boldly going where no-one has been before with Star Trek; and back down to earth to create a truly historic event for a professional sports icon... it's been an exceptional journey full of invaluable lessons to bring to my next role.



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INDEPENDENT PSYCHOMETRIC TESTS

If you'd like to know more about my personality traits and the qualities I'll bring to the role, here are some of my independent third-party test results.

"THE LEADER"

Born to guide others, you are fair, dependable and conscientious.

You are driven to pursue new experiences and ideas, and can view issues from different perspectives with great empathy.

Your desire for knowledge knows no boundaries.

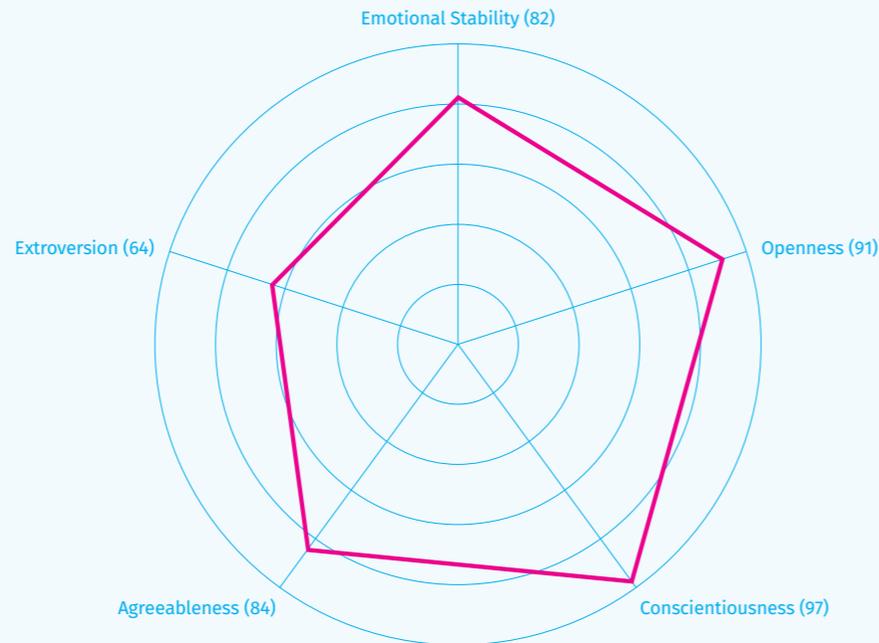
You can be quite compassionate, but are not opposed to dealing out orders and taking charge when necessary.

Easy to get along with, you are comfortable working in teams or on your own.

Your charismatic disposition and amiable nature make others want to follow you.

You thrive on change, challenge, variety and even stress. In situations where cooler heads must prevail, you are good at taking charge.

psychologytoday.com
Big Five Personality Test
86 Questions
a/b/c/d/e



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16personalities.com

Big Five & Myers-Briggs Test
60 Questions
a/b/c/d/e/f

Extraverted	72	Introverted
Intuitive	66	Observant
Thinking	58	Feeling
Prospecting	56	Judging
Assertive	65	Turbulent

ENFJ-A

"THE PROTAGONIST"

Around 2% of the population, Protagonists are often our politicians, our coaches and our teachers, reaching out and inspiring others to achieve and to do good in the world.

You are a natural-born leader, full of passion and charisma. You radiate authenticity, concern and altruism, unafraid to stand up and speak when you feel something needs to be said.

You find it natural and easy to communicate with others, especially in person, and your Intuitive (N) trait helps you to reach every mind, be it through facts and logic or raw emotion.

With a natural confidence that begets influence, you take pride and joy in guiding others to work together to improve themselves and their community.

psychcentral.com

Jungian 16-Type Test
64 Questions
a/b/c

Extrovert	52	Introvert
Intuitive	51	Sensing
Thinking	64	Feeling
Perceiving	71	Judging

INTJ

"THE SCIENTIST"

Determined, original, and analytical, you are a strong individualist driven to seek new angles or novel ways of looking at things.

You enjoy coming to new understandings, and highly value knowledge, competence and structure.

You have an exceptional ability to turn theories into solid plans of action.

You are very determined, trusting your vision of the possibilities, regardless of what others think.

A long-range thinker and supreme strategist, you are always scanning available ideas and concepts.

You have very high standards for your performance, and the performance of others.



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#WARNAPOKO

Thank you for taking the time to consider my application.

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ASSOCIATE DIRECTOR EXPERIENCE DESIGN
HEATHROW EXPRESS
Omnichannel emerging-tech CX innovation.



HEAD OF DESIGN
STAR TREK FLEET COMMAND
Award-winning 100 million dollar earning game.



LEAD PRODUCT DESIGNER
AIG / BANK OF AMERICA / BARCLAYS / HSBC
Award-winning cross-platform app.



BRAND AND EXPERIENCE DIRECTOR
STEPHEN ROCHE CYCLING
15-25% year-on-year revenue growth 2015-2018.



HEAD OF DESIGN AND PRODUCTION
KINGS OF THE REALM
Top grossing game in over 50 countries.



LEAD PRODUCT DESIGNER
ROYAL AIR FORCE
Award-winning app with gamified engagement.

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