David Cave
screendirt.com

Experience

Amazon Seattle
Senior UX Designer

June 2020 – Ongoing
AWS Robotics
1. UX, interaction design and research for AWS RoboMaker.
2. Design lead for robotics reinforcement learning projects.
3. Launch and ongoing work for RoboMaker WorldForge, a simulated world generator.
4. Leading the 3D interface transformation of RoboMaker including AWS design kit updates.

July 2018 – June 2020
Amazon Prime Video
1. UX, interaction design and research for Prime Video live events including leading the launch of The British Premier League.
2. Launched time-shifted playback of live events.
3. Launched in-game statistics (X-ray) to an expanded device set.
4. Lead UX and subject matter expert on playback experience across all of Prime Video.

Fetch TV Sydney
UX & Design Director
March 2010 - July 2018
1. Managed a design team of 12, split across Sydney and Kuala Lumpur.
2. Responsible for all design. Key input on product strategy.
3. Helped company grow from start-up to 800k+ paying subscribers.
4. Launched 2 generations of set-top-box models with in-house interfaces and bespoke hardware design.
5. Full suite of companion applications on mobile, tablet and web.
6. Other products developed: Astro On-the-Go, Byldr (content management tooling) and Metric Monster (Real-time analytics tool).

Sabbatical China, Vietnam and Indonesia.
July 2009 - March 2010

BBC London
Senior Designer
September 2007 - July 2009
1. UX, interaction and visual design for the UK multi-platform catch-up service BBC iPlayer.
2. Toolkit design for a unified audio visual player across the BBC.
3. Completed research project for 6 to 10 year old's. Looking at learning technologies using - Geocaching, Augmented Reality and social media applications.

Note: All work below was undertaken on a contractual basis. Only key contracts are covered.

National Geographic London
Senior Designer
March 2006 - December 2006
Design for various mobile and web projects. Included managing technical staff based in Romania.

Various contracts London
Senior Designer
February 2005 - February 2006
1. Design and build of a 'paper doll' game for TV show Trinny & Susannah.
2. Honda UK's website and a specific site for the Honda Civic.
3. Pitch work for the agency Cimex, notably for Wallace & Gromit.
4. Design and build flash project for Coca Cola's rebranding.
5. Design work for the Japanese skiing company WeLoveSnow.

T-Mobile / Complete Group London
Senior Designer
December 2002 - December 2004
1. Design on T-Mobile's UK website.
2. Brand, website and mobile work for 'Mobile Wallet' a T-Mobile led cell-phone based payment system.
3. This work was punctuated with two contracts, one at SKY for a sports broadband video service. The other a learning based game for the Royal Institute.

Vodafone London
Designer
February 2001 - December 2001
Updating the design and identity of Europe's then largest digital portal Vizzavi. Branding updates to Vodafone. Creating a modular design toolkit for 8 Languages and various mediums including web, PDA, mobile and interactive television.

Cimex Media London
Multimedia Author
October 2000 - February 2001
Design and build for websites for channel 4 television.

Accenture London
Designer
September 2000 - October 2000
Design for Barclays bank website.

Living TV Group London
Multimedia Designer
May 99 - January 2000
Design of Interactive television services, mobile services and websites.

Education

BSc (Hons) Medialab Arts, University of Plymouth, 1995 – 1999, 1st class honours.
Various computer languages, HCI, art theory, visual design and interactive design. 1 year in industrial placement.