

# ARRON SEKHRI

4 Burland Terrace  
Swillington Lane  
Leeds  
LS26 8QX



07590 902 123



arronsekhri@gmail.com



arronsekhri.co.uk

## ABOUT ME

- Design Consultant with over 14 years industry experience. Sports / Tech / Betting focussed with great experience. Football(Soccer) Specialist. University graduate from the BSc (Hons) Design course at Leeds.
- I have worked with brands such as GOAL, Sky Sports & News, Sky Bet, The FA, SiS, Jet2, ASDA, Jaguar Land Rover, Principle Hotels, Screwfix, PokerStars, 188 Bet, Football Pools, Paddy Power, Betfair.
- I have a broad range of skills and have enjoyed been able to show my adaptability when a problem is put in front of me. I enjoy problem solving and creating space for innovation through culture and open working. My creativeness is a key feature to how I work.

## WORK EXPERIENCE

June 2023 - August 2024

Footballco

### Product Design Director

Department head of a brand new design team. Established team structure and direction and recruited key staff into the team. Team is spread across Europe and remote management was key.

Put a design process in place and pushed an innovation focused ways of working culture. Facilitated key betting features into the sites as well as introducing a registration process and the plans for free to play opportunities. Apps redesigns and re structures, Design sytem creation and User Testing and UX focussed process all introduced to the team.

Worked across global brands such as GOAL, SPOX, Kooora, Calcio Mercarto and VZ.

Won the companies Bright Beginner award for 2023.

November 2019 - June 2023

Sky Betting & Gaming

### Senior Product Designer

Design Lead for Super 6, Super 6 Extra, Sky Sports Fantasy Football & ITV7 free to play games products.

Lead the complete re-designs of Super 6 & Sky Sports Fantasy Football. Lead the creation of a new game, Super 6 Extra.

Introduced a new innovation culture within the free to play games team. Engaging the whole team and giving a platform and pathways for group projects to be moulded and explored in a fun and engaging way.

July 2018 - November 2018

Sky Sports & Sky News

**Product Designer**

Responsible for Sky Sports & News on Web and App.

Sports and News design resource. Delivering designs for Article features, site re-designs, App sections, design systems within Sports and News.

NBA on Sky Sports was one of my first projects, allowing me to create a new section of the site that showcased Sky's exclusive rights to the sport in the UK.

Key member of Innovation culture running Sprints, Jams and Workshops.

July 2013 - May 2017

Home Agency

**Digital Designer**

My role here was to work across a number of clients and deliver design work. I got to work on clients such as : Jet2, ASDA, Jaguar Land Rover, Mira, Sky, 188 Bet, Screwfix, La Redoute and many more.

I Used a broad range of skills to deliver project work including: Web Design, App Design, Print Design, Filming, Editing, Animating, Flash, Occasional Dev work.

November 2018 - November 2019

Sky Sports & Sky News

**Senior Product Designer**

Lead on key Web and App projects across Sky Sports and Sky News. Lead on Sky Sports future vision project contributing to Skys's £100m plan. Lead in Sky@LeedsDock's Innovation team, running Sprints, Jams and Workshops focussing on innovation and UCD.

Senior to a Junior Designer in the same team providing mentorship & guidance. Mentor role within Sky's University outreach program, based at the University of Leeds.



**DigiDay Award Winner**

Sky News - Moon Landings 50th Anniversary

**Best User Experience**

May 2017 - July 2018

Sky

**Product Designer**

I was the sole UI Designer working on the Help section of Sky.com.

I was the lead for a complete redesign of this section with the goal to decrease digital leakage to below 10%. Lots of work was done with research and UX to define how we could make this happen. These journeys were explored completely mobile first allowing us to capture our key audience for this section of the site.

I was also chosen to be the Lead Designer for Sky's very first satellite free offering in Austria. Sky X. I was required to travel to London for 2 days a week over a 6 month period to work with our NOW TV team to deliver the project.

January 2012 - July 2013

Blueclaw

**Digital Designer**

This was my first design job after graduating from university.

Working on a range of projects I got to showcase my ability to learn fast and my ethos of hard work. I did a lot of work in the adobe suites as well as delivering multiple runs of Flash banners for adverts.

I also helped the company organise its inaugural Search Conference in Leeds, IonSearch. I was tasked with the design of the brand for the conference and all the elements that come with that, such as: Brochure, Lanyard, Lectern design, Schedule, Signage at the event etc.

## SKILLS



## EDUCATION

- 2009 - 2011  
Leeds Metropolitan University  
**BA (HONS) DESIGN**  
  
Graduating with a course focus on Web Design, my entire last year was focused on this area.  
  
• Modules included :
  - Furniture Design
  - Design History
  - Typography
  - Web Design
  - Animation
  - Flash
- 2001 - 2009  
Rossett High School, Harrogate  
**A Levels & GCSE's**  
  
• A Levels:


Product Design	ICT
Business Studies	Media Studies.
- GCSE's
  - Maths, English, Double Science, Art,
  - ICT, Business Studies, Product Design,
  - Electronics, P.E, Religious Studies.

## PERSONAL

- I am an enthusiastic person who is always looking to produce the best work possible.  
  
I have a strong passion for innovation and look to create cultures where innovation is key to our ways of working wherever I work. I am a champion for the customer and always try to achieve the best.  
  
I am an active person and enjoy going to the gym, playing golf and playing football. I play competitively for Churwell FC as well as been the manager of Garforth Villa Girls Under 13's. I am currently working towards my FA Level 2 coaching badge.  
  
I have 2 dog children called Bondi & Benny. We love going on long walks and exploring. I love to Travel and is something i have found greatly increases my understanding of the world and the people around us.  
  
I love keeping up with the latest advancements in tech and often spend my own time looking at new tech and latest design trends.  
  
I am very lucky in that what I am able to do for a living is something I love. This helps me remain focussed and grateful for the opportunities I receive.

## REFERENCES

- Andrew Mook**  
My Manager at Home Agency.  
Head of Creative Strategy @ Sky Betting & Gaming.  
 0784 132 8022

- Francesco Martino**  
My Senior Design pair for Sky  
Lead UX Designer @ Sky  
 0752 668 9995