

# Kit Critchley

## HEAD OF PRODUCTION

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I'm Kit, a senior producer with nearly a decade of experience wrangling AV projects, digital products, and web platforms.

I am currently Head of Production at Glass House Media, a web media outlet based in Brick Lane. As employee #1 of the company, much of my work during our first year involved scoping potential locations for our permanent site, overseeing fit-outs, implementing AV infrastructure and creating signal flows and specifications for all of our technical needs.

Following this initial period, my focus moved towards the regular output of our first main line project, Glass House Games. This involved managing a team of creatives, running recording sessions, managing the ingest of large amounts video and audio, directing livestreams, and editing and publishing the bulk of our content to the web.

Starting Glass House Media came after spending half a year in Berlin in 2018 working with Pamono, Europe's fastest growing design marketplace. As Head of Product I was the interface between the development team and the key stakeholders of the company. I was responsible for researching and delivering major improvements to the design and UX of the customer-facing web experience, as well as the creation of their first mobile app.

Before my time in Germany I spent more than 5 years with Traffic Digital, a full service digital agency based in London producing web platforms and apps. My remit broadened significantly during my time with Traffic. I was initially taking care of a range of digital content work, from copy editing to web design. As I grew into the company, I moved into front and back end web development and user experience design. For the final two years I was the agency's Head of Production, overseeing the delivery of all projects that ran through the office and managing relationships with high profile clients such as Eurostar, Panasonic and Unilever.

In my spare time I like to cook well and drum badly. I've got personal projects like coding my own web-based mindfulness journal , and building a gallery website for my 101 year old grandfather who painted all his life. I like going to gigs in theatres and watching films in cinemas. I run, I play football, and I throw frisbees around whenever possible.

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# Glass House Media

## Head of Production

*Early 2019 – Present // Brick Lane, London*

*Reference: Alex Peffly // alex@mossman.family*

- Formulating and implementing AV infrastructure
- Grading, editing and publishing videos for YouTube
- Optimising, editing and publishing globally distributed podcasts
- Building a loyal and progressive community of viewers, listeners, contributors and patrons
- Day-to-day management of a team of five creatives

# Pamono

## Head of Product

*Mid 2018 – Early 2019 // Berlin, Germany*

*Reference: Thomas Seifert // thomas.seifert@pamono.com*

- Leading the company's product vision
- Concepting and running regular workshops to improve UI, UX and information architecture
- Continuously obtaining buy-in from C-level stakeholders
- Coordinating a team of 15 developers and designers on a daily basis

# Traffic Digital

## Head of Production

*Mid 2016 – Mid 2018 // Soho & Dalston, London*

*Reference: Tom Salmon // tom@thebakery.com*

- Obtaining buy-in from, and managing the expectations of our clients' heads of department
- Day-to-day management of a team of 5 developers and designers
- Leading client-facing ideation sessions and development workshops
- Defining new SOPs for the company

## Digital Producer

*Early 2013 – Mid 2016*

- Web design using the Adobe Creative Suite
- Web development using HTML5, CSS3, PHP and the LAMP stack
- UX research & information architecture planning
- Running card sorting exercises in-house and with clients
- Copy editing for our various clients

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## Swansea University

### **Joint Honours Film Studies and Spanish**

*September 2007 – June 2011 // Swansea, UK*

- Graduated with a Joint Honours 2:1
- Dissertation on depictions of overt violence in the 'Golden Era' of Disney movies
- Spent a year abroad, ½ spent in Mexico teaching English, ½ spent studying Media in San Sebastián, Basque Country, Spain

## Banbury School & Warriner School

### **Secondary Education**

*September 1999 – June 2006 // Oxfordshire, UK*

- 3 A Levels from Banbury School in Spanish, English Language and Psychology
- 1 A/S Level in Sociology
- 10 GCSEs grade A - C from The Warriner School, Bloxham