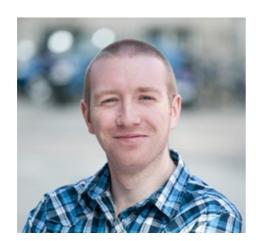# Tom Cunningham – *Lead Graphic Designer*

Tom's core strength is bringing wireframes to life for websites, digital interfaces and apps. He is the design mainstay at Vodafone and Citigroup, with whom we run multi-year programmes.

Tom is proudest of doubling online sales for Vodafone, through conversion rate optimisation for their home broadband offering. He is part of the very successful Citigroup team, where he designed an entreprise mobile app for iOS, Android and other operating systems. Tom is also an experienced frontend designer, and has designed the user interface for IPSI's - an Irish Life Group company - pension and life assurance policy management software.

Tom came to iQ from Rothco and The Creative District and designs across all platforms: mobile, tablet and web. He's particularly interested in the digital and technical sides of design and is constantly devouring tutorials on photography, illustration, typography, motion graphics and animation.

Outside of work, Tom likes to play guitar, programme music and dabbles in video too.