

- Profile**
- A digital creative director with 13 year's industry experience across a wide range of media including websites, games, ecomms, mobile applications, social media and video.
  - Team leading and project management skills developed on large scale complex projects.
  - Work produced for sectors including automotive, entertainment, education, financial services, fmcg, technology, telecoms and tourism.
  - Excellent verbal, written and visual communication skills.

**Employment**  
Permanent &  
contract

- **Digital Creative Director : Gendall : 06/2010 – 04/2012**  
Responsible for taking digital and integrated design projects from initial client contact through specification, costing, strategy, brief, planning, design, development and delivery. Overseeing the team of developers, designers and project managers to ensure a high quality of production is met at all times. Identifying and managing outsourced resources including writers, photographers, SEO consultants and artworkers. Implementing production practices and pipelines to aid the management of complex convergent media projects and systems across the fixed and mobile internet, email, games and social media.
- **Senior Art Director : TMW : 04/2008 – 06/2010**  
Creative overseer on digital accounts including Nissan, Lynx, Paypal, ebay, FT and Sainsburys. Producing websites, ecomms and digital campaigns for Gordon's, T-Mobile, RAF, Infiniti and Royal Mail. Concepting, pitching and creating marketing, advertising and viral campaigns to run across websites, banners, emails, social networks and mobile channels. Art directing winning pitches for Lynx, Nissan, National Blood Service, Etisalat.
- **Art Director : National Geographic Channel : 06/2007 - 11/2007**  
Art directing and implementing a redesign of the National Geographic Channel website. Creating multi-language promotional sites and Flash games for Trapped, Air Crash Investigation, Dino Autopsy, My Brilliant Brain and Incredible Human Machine.
- **Art Director/Games Designer : Endemol Digital Media : 08/2006 - 03/2007**  
Building and heading up a team of designers in the creation of the BBC immersive drama series Signs of Life. Eight episodes comprising live action, games, animation and special effects were created using Flash. With involvement from initial prototypes to final edit, the project required a thorough knowledge of digital design, development, animation, special effects and photography, coupled with traditional film and production design skills. The main challenge was to ensure that the sets, props, cinematography and continuity worked effectively across the converged media.
- **Art Director/UI Developer/Technical Lead : Squash : 06/2005 - 06/2006**  
Responsible for the design and construction of explorations.tv, content managed in 11 languages with 2 hours of streaming video. Website design and re-branding for the creative multimedia agency Squash. Design and development of childrenspartyatthepalace.com for the Queen's 80th birthday and its charitable legacy. Design and brand development, a Flash CD Rom and emails for Key-2, a corporate gift company.
- **Designer/Developer : Defence Academy : 06/2004 - 10/2004**  
Designing, programming and implementing location specific multimedia training applications to run across PDAs, interactive kiosks, plasma screens and the website da.mod.uk.
- **Tutor/Designer : Media Design School : 02/2003 - 09/2003**  
Teaching Flash and web design on the Digital Media and eCommerce courses at Auckland's post-graduate design college. Also designed and produced the content managed website [www.mediadesign.school.nz](http://www.mediadesign.school.nz) using Cold Fusion.

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- Employment** • **Lead Designer/Games Designer : Mobile Media : 08/2000 - 09/2002**  
Permanent & contract continued  
Working for a software application and creative production company specialising in the delivery of 3D animation and rich media content to the fixed and mobile internet. Playing an integral role in gaining new accounts with clients such as Times Power, ITN and Endemol. Conceptualising products and developing them to a market ready level. Ensuring that design standards are upheld across a wide variety of projects and media.
- Employment** • **Visiting Lecturer : University College Falmouth : 04/2012 - Present**  
Freelance  
Lecturing, taking seminars and tutorials on the Future Cinema module on BA(hons) Film.
- **Creative Consultant : HeadCastLab : 05/2012 – Present**  
Aiding in the creation of prelaunch strategy and product development for a startup creating mobile applications.
- **Designer : Atticmedia : 03/2008**  
Creating branding, website and banner campaigns for The Film School.
- **Designer/Developer : CHI Advertising : 10/2005**  
Design and animation work for banners and MPUs for the launch of Stella magazine.
- **Designer/Developer : Modem Media : 10/2005**  
Design and Flash animation work for banners and microsites for the launch of the Vauxhall Astra TT and Zafira. Creation of video banners for opel.com.
- **Designer/Animator : Emap : 05/2005**  
Creating Toyota Aygo promotional microsites for FHM, Zoo, NewWoman and Kiss 100.
- **Designer/Animator : Euro RSCG : 03/2005**  
Design and Flash animation work for the bmibaby.com third birthday campaign. Design and art direction for all Glastonbury related content on budweiser.co.uk.
- **Art Director/Designer : Jellyfish Pictures : 12/2003 - 02/2004**  
Flash website design and build for the 3D animation and effects company Jellyfish.
- **Art Department Creative : Function Design : 04/2000 - 08/2000**  
Set construction, scenic art, model making, concept illustration and typographic work for the Spice Girls, Sheena Easton, Espen Lind and various advertisements.
- **Junior Art Director : AMV/O&M/BFCS : 06/1999 - 02/2000**  
Working on advertising campaigns for The Economist, BT, Dulux, and New Balance.
- Key skills** • **Software:**  
Adobe Creative Suite for design, web and production, Soundforge, MS Office, Merlin.  
**Creative:**  
• Concepting, illustration, storyboarding and preproduction, character design, branding.  
**Technical:**  
Excellent all round knowledge of digital technologies and development, wireframing and IA.
- Education** • **Post Graduate**  
PgDip in Creative Advertising : Falmouth College of Arts : 09/1998-06/1999
- **Degree Level**  
Ba (Hons) Fine Art : Sheffield Hallam University : 09/1995-06/1998  
Ba (Hons) Architecture : Nottingham University : 09/1993-06/1995 (Transferred to Art)
- **'A' Level**  
Art, Maths, Physics, and Chemistry : Brynhyfryd School, Ruthin : 09/1991-06/1993
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