

With over fourteen years experience as a digital creative I have a passion for innovative ideas, beautifully crafted design and elegant usability. I'm an Art Director with a solid understanding of UX design. I know successful business communications produce great results and have a track record of creating compelling work: from award-winning engagement pieces to strategically successful commercial sites, smart responsive and mobile solutions and engaging advertising. I enjoy leading creative work, and working in a team to produce great results. Whether concepting with a pen and paper, designing on a mac, or reviewing work, I'm passionate about what I do and push for excellence from idea to execution. I'm experienced managing a team and enjoy presenting to clients, working together for strategic and creative success. I'm now looking to move into a permanent position I can bring my experience to, and where I can grow. Recent work includes:

#### Desktop & responsive design

**BT** AD and design on a number of responsive solutions for BT Consumer, Business and Global

**Sky** Worked on a number of responsive and desktop projects working closely with UX

**EasyJet** Helped re-design of one of the most visited retail sites in Europe

**HP** 'Design Philosophy' was a highly successful EMEA wide product showcase

#### Mobile & games

**Jaguar** AD and design of the mobile site for the launch for the Jaguar F-Type

**Ladbrokes** AD and design moving the desktop gaming experience to mobile

**Ford** AD and design for mobile and tablet educational apps for new vehicle launches

**Nike** 'Nike Lab' was a multi award winning site where we created two fun promotional games

#### Social media

**John Lewis** Facebook site communicating the brand values with social engagement

**Cronycle** AD and design on mobile, web and iOS app for social sharing environment

**Microsoft Bing** 'Bing Causes' was a social media multi channel campaign within the US

#### Advertising

**HP** '3 minutes 2 launch' exceeded HP's marketing targets by 400% to break through to a youth audience using video, social media, and a competition

**Zurich Insurance** Achieved Zurich's highest ever CTR at the time of 2.8% with imaginative use of digital to catch viewers attention, as part of a multi-channel campaign

#### Integrated & print

**HP** Responsible for creative concepts and EMEA wide sign-off on digital and integrated campaigns

## **Sky Contractor** (Contractor Jul '14 – Nov '14)

- Worked with UX on sky.com including campaign and responsive solutions

## **Sapient Nitro Art Director / Designer** (Contractor Jan '13 – Jun '14 )

Clients **BT** • **Ladbrokes**

- AD and UX design on responsive solutions for **BT** across the different streams of the account
- **BT Sport** The most successful launch in BT's history, which I helped to create the supporting website and engagement pieces
- AD and UX design client-side at **Ladbrokes** on their mobile gaming site

## **Contract Positions Art Director / Designer** (Sep '09 – Dec '12)

**Havas People** Worked on concepts and designs for a successful **Virgin** pitch

**Spark44** Concept and design for the upcoming **Jaguar F-Type** mobile and desktop sites

**Ebee** Concept and design on some elearning material for **Danone** healthcare

**Adam & Eve** Concept and design of Facebook sites for **John Lewis** and **Phones 4U**

**Iris Digital** Design and Art Direction for **Philips** and **Hertz** including microsites and campaigns

**Exposure** Concept, art direction and design of a social media campaign for **Microsoft Bing**

**Karmarama** Concept, art direction, and lead design on an integrated campaign for **Plusnet**

## **Euro RSCG Art Director** (Contractor Mar '11 – Dec '11)

Clients **Ford** • **Credit Suisse** • **Euro RSCG**

I was creative lead on a number of desktop, mobile and iPad app projects for **Ford**, developing a couple of EMEA wide educational sites and templates to support important vehicle launches. Responsible from initial concepts to final output, including photoshoots, video editing, infographics and design.

## **Publicis Modem Senior Art Director** (Oct '07 – Aug '09)

Clients **HP** • **Compaq** • **COI** • **EasyJet** • **Egg** • **LG** • **Renault** • **Zurich**

Creatively partnered with the Associate Creative Director we worked on a wide range of accounts. My responsibilities included concepts and design for pitches, creative sign-off, creating digital campaigns, site design and mobile concepts, mentoring juniors, briefing designers and external resource. Also reviewing creative work and presenting to clients.

- Responsible for creative sign-off across EMEA for sections of the valuable **HP** Public Services Group (PSG) account, including digital, print, outdoor display, and regions produced creative
- Concept and design on **Easyjet** and **Zurich Insurance** websites, working with IA
- Concept and art direction behind **Zurich Insurance's** highest ever digital CTR of 2.8%. Through imaginative use of the medium we engaged the audience and produced great results
- Exceeded **HP's** CTR target by 400% with a brand awareness campaign for the youth market integrating social media networks with engaging video and a compelling competition

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**Draft FCB Art Director** (Contractor Mar '07 – Oct '07)

Clients [CA \(Computer Associates\)](#) • [Mint](#)

- Concept, art direction, and design for a very successful brand awareness mobile game for **CA**

**TEQUILA Art Director** (Apr '06 – Feb '07)

Clients [Canon](#) • [COI](#) • [Dell](#) • [Gala Casinos](#) • [McDonalds](#) • [Prudential](#) • [Unilever](#)

- 'Not your average Christmas Party' increased **Gala Casino's** Christmas Party bookings by over 200% through a viral campaign using funny, cringe-inducing videos
- Won a pitch for **Pru/Egg** by exploring how they could utilise future mobile technology

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## Previous employment

From graduating in 2000 I have worked in many great agencies. Highlights included the multi-award winning **Nike Lab** site and the **Designer of the Year** site for the **Design Museum**.

**Ogilvy1** Designer for [Amex](#) • [Dove](#) (Mar 06 – Apr 06)

**LBi** Designer for [BT](#) • [Deutsche Bank](#) • [Kodak](#) (Nov 05 – Apr 06)

**Division100** Designer/ Art Director for [Universal Music](#) • [RICS](#) (Jun 03 – Nov 05)

**Edwards Churcher** Designer for [Nike](#) • [Design Museum](#) (May 02 – Jun 03)

**Freelance** Designer for [anotherlatenight](#) • [Cherwell B'house](#) (Jul 01 – May 02)

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## Technical skills

I have excellent hands-on knowledge of the major design and web packages—Photoshop, Illustrator, After Effects, Premier and InDesign. And historically Flash. I have a fine eye for detail and a love of great typography. I possess an excellent understanding of user experience design and IA, stretching as far back as my degree in Graphic Information Design.

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## Education

**BA (Hons) Graphic Information Design** (2.1 Hons)

University of Westminster, London. (Sep 97 – Jun 00)

**Foundation Graphic Design** (Passed with credit)

City & Islington College, London. (Sep 96 – Jun 97)

**GCE A Levels** [Art](#) • [English Literature](#) • [Economics](#)

Collyers Sixth Form College, Horsham, Sussex.

**GCE O Levels** [Art](#) • [English Language](#) • [English Literature](#) • [Maths](#) • [Biology](#) • [History](#) • [Spanish](#)

Forest School for Boys, Horsham, Sussex.

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## Interests

My passion and inquisitiveness for all things digital has motivated me since the days of dial-up internet, and continues with the ever expanding possibilities offered by the medium. I take a lot of photo's, I cycle, and have travelled extensively.