

Experienced digital creative with a passion for innovative ideas, beautiful design and elegant usability. Accustomed to leading creative and development teams, managing external resource and working with key stake holders for strategic and creative success. I'm hands-on and push for excellence from idea to execution and enjoy presenting to clients. With a solid understanding of UX design and agile work practices I've helped create numerous apps and mobile solutions, together with responsive and desktop sites, to digital and integrated advertising. I have a track record of creating compelling work, from award-winning engagement pieces to record-breaking strategically successful ones:

### Mobile, apps & games

**BT** Working closely with UX & stakeholders to design next generation apps for BT TV

**Jaguar** Art direction and design on a beautiful mobile site for the launch for the Jaguar F-Type

**Ford** Created engaging mobile and desktop apps needing photo shoots, video and infographics

**Ladbrokes** Art direction and design moving the desktop gaming experience to mobile

**Nike** 'Nike Lab' was a multi award winning site where we created two innovative online games

### Desktop & responsive design

**BT** Design on BT Sport - the most successful launch in BT's history

**BT** Created new and successful responsive solutions for BT Consumer, Business and Global

**Sky** Worked with stakeholders and UX on a number of mobile and desktop projects

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

**HP** Art direction and design for 'Design Philosophy' - a successful EMEA wide product showcase

### Social media

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

**Cronycle** Art direction and design on mobile, web and iOS app for social sharing start-up

**Microsoft Bing** Created a well received multi-channel social media 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** Art directed Zurich's highest ever CTR at the time of 2.8% with imaginative use of digitals capabilities 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 working closely with clients, creatives, designers and development teams, and external resource

## **BT Contractor** (Mar '15 – present)

I am currently working with **BT TV**. Working closely with UX and stakeholders to create design solutions for the next generation BT TV iOS, Android and Windows apps, and website. We have been creating a seamless and elegant solution for access to on-demand content across devices.

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

Worked closely with stakeholders and UX on responsive and mobile solutions for sky.com

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

Clients **BT** • **Ladbrokes**

- Art direction and design on responsive solutions for **BT** across the different accounts
- Frequent conference calls with stakeholders and offshore development teams to ensure the graphic integrity and strategic success on a number of projects
- Developed innovative visual ways for **BT Global Services** to communicate service issues
- **BT Sport** - The most successful launch in BT's history, which I helped to create the supporting website and engagement pieces

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

**Havas People** Concepts and design for a successful **Virgin** pitch

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

**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** Art direction, and lead design on an integrated campaign for **Plusnet**

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

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

I was the art director and lead designer on a number of desktop, mobile and app projects for **Ford**, developing a couple of EMEA wide templates to support important vehicle launches. Responsible from end-to-end, including concepts, photoshoots, video, info-graphics and design. This included regular stakeholder meetings, briefing external resource, reviewing creative and development work.

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

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

My responsibilities included concepts, art direction and design for pitches & campaigns, sign-off, mentoring juniors, briefing designers and external resource, art directing on video or photo shoots. Also reviewing and presenting creative work.

- Responsible for creative sign-off across EMEA for sections of the **HP** PSG account
- Concept and art direction behind **Zurich Insurance's** highest ever digital CTR of 2.8%.
- Exceeded **HP's** CTR target by 400% with a video based campaign for the youth market

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

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

- Art direction and design for a very successful online game for **CA**
- Following the success of the desktop game the client asked us to create a mobile version which I art directed and designed, briefing and reviewing external agencies for the development

## **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—Sketch, and the Adobe creative suite. Creating presentations in Keynote and prototypes in inVision. I have a good working knowledge of HTML and CSS. I have a fine eye for detail and a love of great typography. I possess an excellent understanding of user experience design stretching as far back as my degree.

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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 increasing possibilities offered by the medium. I take a lot of photo's, I cycle, and have travelled extensively though being a dad has curbed that recently.