

## **\_details**

**information // profile // specifics**

### **Personal Details**

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### **Date of birth**

13th July 1977

### **Profile**

I am an enthusiastic and fun creative with the determination to solve any brief with original and highly creative solutions with a wide range of visual communication methods. I have strong concept building skills and enjoy digging into the core problems of a brief.

### **Abilities**

I have a wide range of visual communication skills that span above, below and through-the-line campaigns as well as exhibition design, corporate styling and identities, front end web design, in-store graphics, and branding.

I can conceive and execute outstanding and original solutions that exceed client expectations.

I have strong art direction skills with the ability to take a brief, generate concepts and follow them through to implementation.

I am able to work on my own initiative and as part of a team. I have also lead many projects and have a great deal of experience dealing face to face with clients.

I have a comprehensive understanding of digital print and production and have followed many projects through from initial client meeting, concept generation, development, design, approval, production and delivery to the client.

I am proficient in a wide range of industry standard software such as InDesign, QuarkXPress, Photoshop, Illustrator and Freeway.

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**\_CV**

## **\_experience**

**work // awards // achievements**

**23red. London N1 / Nottingham NG1 (09 - date)**  
Brand Communication and Advertising Agency

Senior Designer and Brand Guardian

Working with mainly public sector clients, I have led the creative output of the regional office in Nottingham while working closely with creative and account teams in the London office.

I have also worked as a brand guardian where my focus has been to implement, maintain and develop brand guidelines across a broad range of communications. One key part of this role has been to educate our clients in how to use their brand and to showcase how we can develop their brand for the future.

My other roles within the agency have been that of creative mentor and also to propagate a creative culture across the agency.

Clients

Arts Council, Bacardi, Change4Life, CWDC, EMDA, GO on, Leicester County Council, Martini, Nest, ODI, South West RDA, Think!

**Motion Ltd. Leicester LE1 (04 - 09)**  
Integrated Design and Production

Senior Art Director / Designer

I have lead many design projects from initial client briefing through the various stages of the creative process right the way through to print and production. Even delivery on many occasions! I have had a great deal of client contact and have developed my skills as a creative to the level expected of a more senior role. I am confident in dealing with clients and understanding their requirements. I have also gained an extensive knowledge and hands on experience of digital print and production.

Clients

NHS, Leicester City Council, B Salons, La Senza, Metro-Boulot-Dodo, Eco<sup>3</sup>.

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**\_CV**

## **\_experience**

**work // awards // achievements**

**Freelance Graphic Designer / Art Director (02 - 04)**  
Multiple Advertising and Design Agencies

Freelance Graphic Design and Art Direction  
Working with many creative agencies of differing sizes with a diverse range of clients allowed me to develop in all aspects of the creative process. I was able to work with many people in numerous ways and on a wide variety of projects. I also had a great deal of contact with clients and was able to lead projects from concepts through to implementation.

### Agencies

HTM (London EC1), Spirit (London SE1),  
RFD (London EC1), Motion (Leicester LE1)

### Clients

MTV, Uniqlo, VW, GE Finance, Regis, Merc Clothing,  
Lonsdale, Fat Face, Qibla Cola.

**HTM Ltd. London WC1 and EC1 (99 - 02)**  
Design and Advertising

Junior to Senior Graphic Designer  
I Initially joined HTM as part of a five man creative team which quickly expanded within my first two months to seven people. Due to a change within HTM in August 2000, I became one of the head designers with two of the original team. This change entailed taking on the roles and responsibilities of a senior designer. Greater contact with clients involved managing client expectations.

### Clients

Kookai, The Wellcome Trust, Budweiser,  
Teenage Cancer Trust, Miss Selfridge, Regis.

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**\_CV**

## **\_education**

**qualifications // grades // ability**

### **Qualifications**

BA. (Hons) 1st in Visual Communication Design  
the Leeds College of Art and Design (1999)

BTEC National Diploma in Foundation Studies  
the Surrey Institute of Art and Design (1996)

3 A Levels and 10 GCSES at grades A to C  
Sutton Grammar School for boys (1995)

### **Achievements**

D&AD Student award for Cinema and Television  
Advertising (1998).

My work was selected and exhibited at the Design  
Museum as part of their Visual Communications  
showcase exhibition (2001).

## **\_interests**

**free-time // fun // activities**

### **Interests**

I enjoy writing, performing and listening to music.

I currently play in two international touring bands and  
have been lucky enough to play at some great UK  
festivals including Glastonbury.

My music has also been used in TV ad campaigns  
and TV shows.

I also enjoy travel, reading and I have recently been  
learning to speak Japanese.