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ABOUT ME



I am an award-winning designer and art director who specialises in naming, creating, refreshing and building brands. My key skills are in brand development, advertising, digital and creative strategy – delivering projects from concept through to launch - working with some of the biggest brands in the business.

EXPERIENCE

FREELANCE CONSULTANCY
DESIGNER/ART DIRECTOR
Jun' 09 - Present

DRAFTFCB



I have worked extensively since June '09 consulting direct to client and also in helping a number of agencies with Creative Strategy and New Business Development. These agencies have included - **Draft FCB, Sapient Nitro, We Love Mobile, Arthur London** and **We are London**.

SCHOOL OF COMMUNICATION ARTS
(Head of Art/Visiting Lecturer)
Sep' 10 - Jan' 13



I was the Head of Art at the **School of Communication Arts** in London until January 2013. This was a part-time/consultancy role where I helped to run and administer a year-long course in advertising for 40 students.

DESIGNATE
CREATIVE DIRECTOR
May 07 - Apr' 09



My role at Designate was to manage and deliver the entire creative output of the agency. The agency consisted of 65 staff and I was responsible for the creative team of 30. The work ranged from **TV/Press/Outdoor/DM/Branding and Digital**.

FREELANCE CONSULTANCY
DESIGNER/ART DIRECTOR
Apr' 04 - Apr' 07

LBi **AKQA** **TBWA**

Following my period at **Getfrank** I worked for a number of agencies which have included:
LBi/Framfab, AKQA, TBWA, iCrossing, CMW and **COGAPP**.

GETFRANK
CREATIVE DIRECTOR
Sep' 02 - Jul' 04

GETFRANK

GETFRANK was an award-winning digital agency based in Brighton working for clients including **EMI, BBC, Channel 4, Ofcom** amongst others. I was the Creative Director for 2 years before the agency was sold to **COGAPP** as a part of a wider company merger.

BIONIC
CREATIVE DIRECTOR
Jan 01 - Aug' 02

bionic

Bionic is an agency based in Brighton I helped set-up in 2001 working on design, branding and digital projects for clients that included **BT Cellnet, McDonalds** and **Boots**. I left the company after it's initial 18 month launch phase and I am pleased to say it is still going strong.

EXPERIENCE (Cont.)**PROXIMITY LONDON****ART DIRECTOR**

Apr' 00 - Dec' 00



During my time at **Proximity London** I was the lead creative on major digital projects for **BT** (Corporate Website), **GWR** (Channel Definition) and **The Commonwealth Bank of Australia** (Corporate Website).

M&C SAATCHI**ART DIRECTOR**

Apr' 99 - Apr' 00



I was employed at **M&C Saatchi** as part of a small dedicated team to launch the 'eBrands' department within the agency. This included defining and development a digital creative strategy for existing clients such as **Fosters Lager** and **BA**.

FIREFLY COMMUNICATIONS**SENIOR DESIGNER**

Apr' 97 - Apr' 99



At **Firefly** I ran the design department within this Technology PR agency helping brands such as **SONY**, **Motorola**, **Compaq**, **ICL**, **Lastminute.com** launch new initiatives and products to market.

ARTWORKS**SENIOR DESIGNER**

Apr' 96 - Mar' 97

Artworks was a small london agency I worked for during my first year in London. We operated as a satellite agency for a number of major agencies looking after design and branding production for their clients.

JAMBO**DESIGNER**

Jun' 94 - Mar' 96

My first role in the industry was for this small design agency based in Southampton working on design and branding projects for clients such as the **NHS** and **Wiggins Teape**.

CLIENT EXPERIENCE

24 Hour Museum
Arts Council of England
Altavista
BT
BT Cellnet
BBC
Britain in Europe Campaign
Cable & Wireless
Channel 4
Coca Cola
Compaq
Culture Online
Deloitte Consulting
Design Museum
Dulux
Eastern Energy
EMI
FA Premier League

First Direct
Fosters
GSK
Getty Images
GWR
Gina Shoes
IBM
ICL
IDeA
Interface Europe
Interoute
Isle of Wight Tourism
ITV Football
Lastminute.com
Liberate
Liberty Surf
Littlewoods
LV=

Mitel
Motorola
Museum of London
Nike
Novel
Octopus Travel
Ofcom
Orange
P&O Ferries
PUMA
RAC
Sony
UK Film Council
Vauxhall
Virgin Holidays
Visit Flanders
Wightlink

KEY SKILLS

Pitch Creative
Brand Development
Corporate Identity
Brand Guidelines
Creative Strategy
Design & Art Direction
Website Design
Mobile Design
Digital Creative Strategy
User Experience
Training

EDUCATION

Southampton Institute 1991-1994
BA (Hons) Graphic Design

Norwich School of Art 1990-1991
1st Year Completed
BA (Hons) Fine Art

Braintree College of F.E. 1989-1990
Foundation Course in Art and Design

The Boswells School 1982-1989
9 O' Levels, 4 A' Levels