

FREELANCE DESIGN EMPLOYMENT



THE PIXEL KIDS

15 October 2007– Present

Clients: Innocent smoothies, Waste Creative, HSBC,

I have been working through my limited company 'The Pixel Kids' for a number of clients both on and off-site. This has included a two and a half week placement at Waste advertising agency where I worked on both graphic and Flash briefs for a number of film releases including 'The Kite Runner' and 'Bee Movie'. I spent another week at Innocent Smoothies working on the design and Flash build for a Kid's smoothie competition microsite.

I have also been spent a few months working remotely on two large-scale projects; as the sole designer for a HSBC virtual tour experience, and as information architect, designer and project manager for a website specialising in Internet payments.



FLASH DESIGNER - AGENCY REPUBLIC

19 March 2007 – 12 October 2007

www.agencyrepublic.com

Accounts worked on: O2, Dunlop, Playstation, BBC

I have been working at this award-winning, bustling agency for the past six months, as a part of their O2 team. My work has largely been centred on Flash animations as well as graphic work for both standard and rich media banner formats; including the design and build for two interactive banners for O2's Favourite Place campaign, and the design of an overlay for the launch of The O2.

Recently my role has broadened, to include work on other accounts, including graphics and Flash build for Playstation's Singstar.



DESIGNER - AGENCY.COM

07 March 2007 – 16 March 2007

www.agency.com

Accounts worked on: Fairy, Ladbrokes, Being Girl

I worked with a copywriter on a design and conceptual brief on the Ladbroke's account. I later worked on layouts and graphics for P&G's beinggirl.co.uk and Fairy websites.



DESIGNER - GERONIMO

27 February 2007 – 06 March 2007

www.geronimo.co.uk

Accounts worked on: Direct Line

I spent a week working for this boutique agency on Flash banner design and build on their Direct Line account.

PERMANENT DESIGN EMPLOYMENT



INTERACTIVE DESIGNER - CRAYON

September 2006 – February 2007

www.crayonlondon.com

Accounts worked on: BT, Lenovo, EYC, Capio

Crayon is a fast-growing integrated agency. I took on a senior position within the interactive department that saw me responsible for the design on many projects for BT and a number of the agency's new business wins. In my diverse role, I was also responsible for the creation of Flash pieces, conceptual briefs and information architecture where necessary.

I soon became noted for the high standard of my creative work and attention to detail, which afforded me an increasing amount of influence in some of the agency's bigger projects. For example, I was lead designer on a pitch for Capio Healthcare, which proved successful in securing the agency the account.

Owing to my strong conceptual skills, I was partnered with a copywriter to work as a creative team on advertising campaigns and in conceptualising their development. This included an integrated BT/Arsenal campaign for web, print and screen fronted by Arsenal star Jens Lehmann.



DESIGNER - DARE

29 September 2004 – September 2006

www.daredigital.com

Accounts worked on: Barclays, Vodafone, Sony Ericsson, Woolworths, The AA, Lynx, Wanadoo, Pernod Richard, COI, The BBC

This fast paced agency was undoubtedly one of the best places for any designer to gain commercial training. I was soon promoted from Junior to a fully fledged Designer, doing Flash, conceptual, layout and graphic work. This included designing the 'Never Miss a Shot' Women's Tennis site for Sony Ericsson that helped win Dare 'Best Ongoing Branding Campaign' in the Campaign Awards 2006. My work on the COI Tobacco campaign was also nominated for an IMAA award the previous year.

After working closely on the Barclays website redesign, I became an informal authority on the new Barclays brand, frequently sought to answer queries regarding the new visual identity, oversee freelance work, and help create brand guidelines. Later, I managed a small design team on a web redesign project for Vodafone UK; correlating and consistency checking of work, liaising with client, producers and information architect.

QUALIFICATIONS

HONOURS DEGREE

Multimedia, Technology & Design (Hons) BSc - Brunel University, Uxbridge
SEPTEMBER 2000 – JUNE 2004 **Second class upper division (2.1)**

AS AND A-LEVELS

English Literature A-level **grade A** Law AS-level **grade B**
Politics A-level **grade C**

GCSES

9 GCSEs **grades A and above**
1 GCSE **grade B**

INDUSTRIAL TRAINING

2-day Intensive Actionsript course (October 2005 UBIQ www.ubiq.com)

OTHER

PADI Open Water Diver (Rashoo Atoll Divers Maldives)
Electronic Keyboard Grade 5 with Merit (Trinity College, London)
Piano Grade 5 (Trinity College, London)
Clarinet Grade 3 with Honours (Guildhall School of Music)