



CURRENT EMPLOYMENT & PROFILE

Elvis Communications - Head of Design

November 2009 to Current Day

- Currently a board level Head of Design at Elvis
- Over 10 years experience in advertising, with a bias in digital media & technology.
- Since joining Elvis 2 years ago, I have restructured the design department to integrate their offline design talent and bolster their digital creative capabilities.
- Helped the growth and development of the agency, within existing clients and leading the new business effort, from managing pitch processes through to the acquisition and servicing of new clients such as Sky and Honda.
- Whilst on Elvis's management board Myself and the other board members have created and implemented a new collaborative agency process to help resource, create and produce work efficiently and cost effectively.
- Core roles and responsibilities include all agency and departmental management and hands-on creative and design direction.
- I manage a team of 8 full time designers, freelancers and pan-european production agencies to deliver integrated advertising campaigns for numerous brands across a variety of different media channels.
- A keen interest in technology and love working with like minded specialists to deliver conceptually led, innovative and exciting work.

PREVIOUS EXPERIENCE

GT London - Design Director

January 2005 to November 2009

- Core roles and responsibilities included art/design direction, team management, training/mentoring, pitches and strategic level work, presenting to senior clients.
- Managed a team of 4 designers, freelancers and production agencies to deliver interactive sites and advertising campaigns.
- Notable work includes innovative campaigns for Audi, XBox, Canon, Center Parcs, Ernest Jones Christian Aid, Colgate, Microsoft and Aviva.
- Lead designer on British Airways including the BA.com redesign and their on-demand in-flight entertainment system.
- Responsible for the promotion and PR of the agencies creative work, wrote a 4 page article for industry/design press & lectured at the OFFF festival.
- Set up GT Labs to research and develop new technologies, media and devices.

Bertelsmann \ Arvato Systems - Design & Development Consultant

From August 2002 to December 2004

- Designing, programming and project managing Bertelsmann's sites.
- Working with Sony BMG to create a searchable online library and promotions for the music publishing division to licence music for TV adverts, films and games.
- Delivered web-sites for clients including Telstar and Macmillan Cancer Research.
- Software usability and interface design consultancy for Bertelsmann AG and Channel 4.
- Actively involved in new business and creating marketing material.

Sony BMG - Web Design \ Developer

From August 2000 to September 2001

- Worked closely with label heads to design and develop online marketing campaigns for artists including Dido, Westlife, Five and Spiritualised.
- Designed and helped build a team for the production of the Sony BMG UK intranet.
- Worked with Natwest (Magex) to develop early online piracy DRM solutions.

SKILLS

Management

Completed courses in effective line management and appraisal techniques.

Software Competencies:

Adobe CS5 Suite - Including Photoshop, Flash, After effects
Web based languages - HTML, Actionscript, Javascript, PHP, XML, SQL,CSS
3D Applications - 3D Studio Max, Cinema 4D, Maya, Autodesk Showcase.

Operating systems and other technologies:

Apple OSX / i Work, Windows 7 / Office.

EDUCATION

Degree:

(Bsc) Hons Multimedia Computing

A-Levels:

Design Technology	A
Art and Design	B
Law	D

GCSE Level:

10 Grade C and Above

CLIENTS & EXPERIENCE

Adobe
Audi
Autotrader
Aviva
BBC
Bentley Motors
Bourjois Cosmetics
British Airways
- ba.com
- Highlife in-flight entertainment system
Canon
Center Parcs
Channel 4
Christian Aid
Colgate
Digital UK
Ernest Jones
Honda
HTC
KPMG
Macmillan Cancer Relief
Magners
Microsoft
- MSN \ Live
- Windows Mobile
- Xbox 360
Mitchells & Butlers
NBA
Nottingham Trent University
Orange
Peroni
Premier Foods
Premier Travel Inn
Red Bull
Sailor Jerry
Sky
Sony BMG UK & Ireland
Sony Playstation/SCEE
T-Mobile
Telstar
The Financial Times
Tracey Boyd
Virgin
-Media
-Holidays
-Trains
WKD
Wrangler
Yakult

AWARDS & ACHIEVEMENTS

- R8 - Webby best online campaign 2008 (International award, 500,000 global votes)
- The R8 and RS6 awarded the FWA site of the day.
- R8 - Nominated for Revolution best automotive website 2009
- Don't Go Zombie - NMA Effectiveness Award, best travel campaign 2011
- Don't Go Zombie - MAA Best Award 2011
- Drench Fish For Prizes - IPM Bronze 2011
- Honda CR-Z mailer - John Caples Direct mail Silver 2011
- Virgin Media Sofa Stadium - John Caples Microsite Bronze 2011