



#### Contact

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I am a hard working and organised individual with a strong passion for art direction and motion graphics. I have excellent collaborative and interpersonal skills, conceptual and lateral thinking, high standards of finish and am able to work to strict deadlines. I currently own a HD video camera which I use to enhance my creativity within both personal and commercial projects.

August 08 -  
Present

**Canvas8**: Freelance  
London

In what has proven to be my largest project to date, I have been working alongside another creative to develop a complete design solution for new online company Canvas8 - a global information service for the advertising community.

- The work has included:
- Site wireframe and navigation
- Web programming designed for integration into a content management system
- Integration with Rich media content and Flash
- Brand identity and guidelines,
- Video and multimedia content
- Design for print and marketing material.

July 08 -  
December 08

**WGSN**: Freelance  
London

Employed on a freelance basis, I have been responsible for creating seasonal trend films and moving image content for sales and marketing purposes. The work included a motion graphics film that celebrated the company's 10th anniversary.

July 08 -  
August 08

**MarkWatsonOnline.com**: Freelance  
London

This project involved creating a complete design solution for Creative Director and Trends Consultant Mark Watson. Responsibilities included creating a brand identity and logo. I was also in charge of site design and coding, which was done using a combination of HTML, CSS and Javascript.

July 08 -  
August 08

**Redwood publishing**: Freelance  
London

I was employed on a short term contract to help in creating assets for the relaunch of the Parenting Club section of Boots.com.

February 05  
- May 08

**WGSN**  
London

Initially employed on a freelance basis, I worked as a graphics/ web designer for the online trends consultancy and fashion information site WGSN (Worth Global Style Network), part of Emap Communications.

Primary tasks included updating and maintaining the Trends directory, which provides important seasonal information for the high-end apparel and accessories markets. Working closely with the in-house trends team, I was responsible for the design and layout of the direction packs, which involves managing a large volume of material, coding the pages in html and uploading them onto a content management system.

During my time at WGSN, I introduced Macromedia Director Presentations to incorporate video in the production of international seminars, and also created video loops that have been successfully integrated in display stands at international trade fairs such as Bread & Butter. I also designed a range of print collateral, including posters, adverts and invites.

Other design responsibilities included working on the re-design of WGSN's identity, while taking into consideration how the brand is received on a global scale in market sectors such as Asia and America. My determination to be successful as a designer was highlighted with an Emap award nomination for contributions to the company.

February 05 -  
June 08

**Firetrap:** Freelance  
London

Working on a freelance basis, I have been responsible for creating mood movies for the past four seasons, which are shown at Firetrap's launch parties to set the tone of the new collection.

Initially working on the labels' autumn/winter 2006/07 collection, I produced a film using a blend of live footage and still images, which was set to custom-written music and projected at the launch night prior to the main catwalk event. I also captured the evening on digital film and was given the responsibility to edit and author a DVD that could be shown to prospective investors and key buyers.

For each season, I successfully kept to tight deadlines and to the specifications set by Firetrap and an event management team, indicative of the working relationship.

October -  
November 04

**Small Japanese Soldier**  
London

Working within a small design studio on a range of creative briefs, I contributed in a successful pitch for the re-brand of the UK National Bike Show, in its relocation from Birmingham NEC to Stoneleigh.

Other jobs included creating a Direct Mailer to send to the company's clients to indicate it was moving properties, looking at design solutions for the 2004 MTV Awards in Rome, and developing a series of handset covers for Orange.

Education

BA (Hons) Visual Communication  
Leeds College of Art and Design

BTEC Diploma in Foundation Studies: Distinction  
Queen Elizabeth College, Darlington

Trained  
in the  
following  
software

- Microsoft Word and PowerPoint
- Adobe Suite CS3: Adobe In Design, Photoshop, Illustrator, Premiere and After Effects, Fireworks, Dreamweaver and Flash
- Macromedia Director MX
- Quark Express 4
- Basic skills in Cinema 4D

References available upon request.