

Beginning with creative strategy and concept development, my approach to every project flows from top-level idea to the most granular executional elements.

With a career that began on the design and development end of the spectrum, I am able to offer technical insights to digitally focused

ideas and integrated campaigns. And while the aesthetic appeal of my art director's sensibility might be more apparent on first glance, ten years of interactive design experience and a deep working knowledge of UX infuses my creative with function, not just form.

EMPLOYMENT

FREELANCE

Creative Director & Designer
May 2016 – Present

Working both in-agency, and for personal clients on everything from concepting large campaign ideas to executing small graphic design related briefs.

POSSIBLE NEW YORK

Associate Creative Director
March 2015 – April 2016

175 Varick St, New York NY 10014

Lead campaigns and supervised the NYC creative team on pitches and existing clients including NCTA, SKYY Vodka, HBO, PGA TOUR, Purina, TD Ameritrade, Bank of America, Degree, and Xolair.

WUNDERMAN NEW YORK

Associate Creative Director Feb 2014 – March 2015
Senior Art Director Nov 2010 – Feb 2014

3 Columbus Circle, New York NY 10019

Lead creative teams from concept through production of high-quality innovative advertising executions and campaigns for clients including Land Rover, Citibank, Coca Cola and Levis.

FREELANCE

Direction/Design/Development
May 2010 – Nov 2012

Producing websites, Flash banners, emails and branding for various personal and agency clients.

WUNDERMAN LONDON

Mid/Senior Designer
March 2008 – May 2010

Greater London House, Hampstead Road,
London NW1 7QP.

Designing global websites and online advertising campaigns for high profile clients including Ford, Land Rover, Jaguar, Microsoft, Nokia and Procter & Gamble.

REDCATS UK LA REDOUTE/VERTBAUDET

Mid-Level Designer
February 2007 – March 2008

18 Canal Road, Bradford, West Yorkshire, BD99 4XB.

Concepting, designing and building regular site updates including microsites and online advertising for online fashion retailers.

COMPETITIVE EDGE DESIGN

Junior Web/Graphic Designer and Developer
March 2006 – February 2007

The Maltings, Malton, North Yorkshire YO17 7DP.

Idea generation, designing and building of small to medium business websites as well as managing domains, hosting, corporate branding, designing print-based advertising and art working.

Eric Murphy Photography – Assistant Photographer

Summer Employment 2003/2004

Photo-retouching, lighting set up, set building and general studio organization.

EDUCATION

NORTHUMBRIA UNIVERSITY

FDA Multimedia Design
September 2003 – June 2005

NORTHUMBRIA UNIVERSITY

BA Design for Industry
September 2001 – June 2003

YORK COLLEGE

A Levels: Business & Economics, Graphical Communication, General Studies, Mathematics.
September 1997 – June 1999

NORTON TECHNOLOGY COLLEGE

GCSE, 9 Grades A – C
September 1992 – June 1997

KEY SKILLS

APPLICATIONS

Adobe Photoshop
Adobe Illustrator
Adobe Flash
Adobe Dreamweaver
Adobe InDesign
Adobe After Effects
Adobe Acrobat Pro
Adobe Lightroom
Final Cut Pro
Microsoft Office
Keynote

CODING

HTML
CSS
JavaScript
XML
PHP
ActionScript