

DOB 3rd November 1980

## PERSONAL STATEMENT

A confident senior creative, with 19 years professional industry experience, predominantly involving graphic design, animation and video production. Accustomed to leading commercial creative projects and coordinating for global brands.

Outstanding organisation and communication skills, with the ability to develop strong working relationships. A team player, an individual, with strong initiative. Experienced managing teams of up to 20 around the UK.

Spare time is spent pursuing personal creative projects and freelancing, alongside activities such as club cricket, golf and spending time with family and friends.

Freelance work includes design and video projects for various clients and friends.

## EDUCATION

2000 - 2003, BA (HONS) Graphic Design  
Lincoln University

## CREATIVE EMPLOYMENT

2021 - 2023, Digital Creative Manager  
SLG Brands, Creative department

2020 - 2021, Digital Design  
Vygon, Marketing department

2020 - 2020, Digital & Graphic Design  
Tailormade Inspiration, creative department

2018 - 2020, Senior Digital Designer  
Juice, Creative department

2011 - 2018, Video Editor  
2008 - 2011, Graphic Designer  
Superdry, Creative Media department

2005 - 2007, Graphic Designer  
Hooker Magazine, Publishing

## CURRENT EMPLOYMENT

June 2021 - January 2023, Digital Creative Manager  
SLG Brands, Creative department

Responsible for digital content. Working with all departments but predominantly sales, marketing/social, creative and also external third parties.

Manage and develop the capture studio outputting e-commerce, lifestyle, and social photography and videography. Design graphics, animate, colour, source audio and edit.

360 degree e-commerce videos, sales pitch video openers, brand films, website and social content.

Take projects from briefing to concepts, production and delivery. Advise on workflow options and the different timescales involved to assist planning.

Technically advise on investments in studio equipment and set up the new production methods, documentation and archiving..

## PREVIOUS EMPLOYMENT

June 2020 - June 2021, Digital Designer  
Vygon, Marketing department (mat' cover)

Implement digital solutions including graphic design, animation, video production and photography.

Work with the business unit managers and the marketing department to plan and produce content for sales meetings, marketing, websites and social media.

Recognise and develop digital branding for the UK branch.

Design printed media including brochures, user guides and company documents.

January 2020 - June 2020, Graphic Designer  
Tailormade Inspiration, Creative department

Responsible for creative media production including print and digital design, video, marketing, signage and social media. Prepared and oversaw graphics for B2B trade shows in Canary Wharf and County Hall.

Produced video for the company website. Developed designs of sponsorship proposals, company documents, stationary, presentations and branding materials. Worked closely with the CEO, marketing department and key partners to implement a new creative avenue, introducing new opportunities, by offering bespoke content solutions to clients.

2018 - 2020, Senior Digital Designer  
Juice, Creative department

Implemented in house video. Managed and developed

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## SKILLS

## Technical

- Adobe Premier Pro
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Adobe Media Encoder
- Final Cut Pro
- Da Vinci Resolve
- Project management software
  - Monday
  - Pro Work Flow
  - Trello
- Microsoft Word
- Microsoft Excel

## Leadership

- People Management
- Creative Direction
- Art Direction
- Project Management
- Brand Management
- Video Production
- Video Direction
- Brand Identity
- Corporate Identity
- Client Management
- Concept Development
- Visual Communication
- Marketing Collateral
- Visual Trends
- Customer Analysis

## Creative

- Graphic Design
- Post Production
- Video Production
- Videography
- Photography
- Creative Solutions
- Storyboarding
- Content Management
- Retouching
- Typography
- Audio sourcing
- Print Materials
- Digital Materials
- Media Materials

e-commerce, lifestyle and studio shooting, alongside post-production processes, to deliver content to the marketing department.

Documented production processes. Sourced studio equipment and set up for best practice. Managed production teams, hired presenters, wrote scripts, story boarded and led shoots.

Led a re-build of the company website, creating and managing content, working with 3rd party programmers.

Recognised where the business required media assets by working closely with all departments. Wrote and executed briefs. Collaborated with designers.

Designed and produced printed media for products, signage, catalogues and instructions manuals.

2011 - 2018, Video Editor

Superdry, Creative Media department

Edited and animated raw and archive footage, photos and graphics to create short videos and brand films. Coordinated with external collaborators on a regular basis. Produced and managed content for the company website, retail outlet screens, digital billboards, events (both internal and external), presentations and social media. Produced storyboards, concept options and treatments to drive planning meetings.

Sourced and edited licensed audio for a variety of requirements and budgets. Cut and combined tracks, including sound effects in various styles, to create immersive short experiences.

Applied primary and secondary colour grades.

Captured b-roll, behind the scene's footage, studio footage and stills. Camera assisted and scouted locations for campaign shoots.

2008 - 2011, Graphic Designer

Superdry, Creative Media department

Played a pivotal part within the newly formed creative media department. Spent two years in a print and digital design role, where campaign content such as graphic/photo compositions, promotional materials, event graphics, POS and retail outlet media were required.

Led post production. Provided editing and animation training within the creative department. Advised on best practice to colleagues and clients globally. Coordinated with all departments.

2005 - 2007, Graphic Designer

Hooker Magazine, Publishing

Designed and produced a lifestyle magazine with a 40,000 circulation. Had a founding role in the brand. Produced and promoted bi-monthly issues.

Worked with a large team of skilled contributors including clients, illustrators, designers, photographers and students.