

Curriculum Vitae

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Experience:

JCDecaux - Outdoor Advertising (Graphic Designer 2006 - Present)

As the lead designer for the WorldLink department I get to work with inspiring clients to produce print, motion and web-based design. I am responsible for our International marketing budget and oversee print production.

My roles include generating inspirational campaigns for clients; the production of JCDecaux's quarterly magazine (which is produced in both English and French before being sent to our 48 countries worldwide); coordinating and producing design work on an international level; getting involved with leading Outdoor research projects; the creation and development of our online presence and working closely with JCDecaux's International Innovate Coordinator and International Digital Director to produce outdoor creatives that take advantage of innovative new technologies or inspirational new formats.

?What If! - The Innovation Company (Freelancing 2005 - 2006)

Joining the "Realness" team at ?What If! involved working within many different areas from new product design, to innovation, freshness and internal promotion. There was an inspiring emphasis placed within being consistently creative and working as a united team to progress from idea generation to final output.

Dragon Brands (Placement 2005) and Creative IQ (Placement 2005)

Within these four-week placements I worked on brand development and analysis, client pitches, experimental branding briefs, packaging design and generally got involved with the creative team to build up my experience.

Software Skills:

I am extremely proficient with the following software packages: Photoshop, Illustrator, InDesign, Quark, Flash, Dreamweaver, Final Cut Pro, Cleaner, Distiller, Acrobat and Microsoft Office.

My current training ventures and interests include: After Effects, Cinema 4D, Sketch Up, Logic and HTML/CSS coding.

I am extremely adept at the following: DV editing, photography, paper engineering and professional print production.

Awards:

RSA "Designing Out Waste" Award (2006)

For this complex brief I developed a new recycling identity that empowered individual consumers and raised demand for recycled material through a rewarding, consumer-owned system.

Other:

I am a keen life drawer and attend a local class once a week to brush up on my drawing skills. I'm also addicted to design essays from the greats, such as Rick Poyner, Steven Heller and Alan Fletcher.

Education:

University College Falmouth (2003 - 2006)

Falmouth has been praised for its lateral approach to learning and has been recognised with many awards.

Ba (Hons) Graphic Design - 2.1

Exeter College of Arts (2002 - 2003)

Foundation in Art Studies - Distinction

Honiton Community College (1995 - 2002)

A-Levels in Art, Computing, Maths & English

10 A - B Grade GCSEs

Personal:

Date of birth: 30th July 1984

Nationality: British

"An extremely creative and motivated individual. An ideas-based graphic designer with very strong problem solving skills."

Jon Unwin, UCF