

personal

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Within comfortable commuting distance of the Thames Valley and Central and West London.

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plus Mac user since 1988. Married. In good health. Clean UK car & motorcycle licence.

core skills

- Well honed conceptual and design skills, including over 10 years of new media design.
- Excellent computer skills, wide knowledge of technologies and practiced in applications from the commonplace to the more exotic.
- Able to work effectively both independently and as part of a team, to give and take direction.
- Outgoing and sociable, able to build a firm rapport with clients and team members.
- Able to quickly develop an understanding of a client's products and processes and provide appropriate solutions.
- Able to see the broad picture, yet with a fine eye for detail.
- Well organised and diligent, presentable and confident.
- Adaptable, quick to learn and eager to increase and to share my knowledge and skills.

career summary

senior new media author / creative director / freelance designer

1994 - current

Internet design and programming, information architecture design, interactive TV interface development, CD ROM design and programming, kiosk design, creation of presentation materials, Flash animation and 3D modelling.

designer and art director

1981 - 1994

Mainly print, above and below the line, but also considerable corporate identity design, exhibition design, POS, packaging, product design, illustration, copywriting etc.

BSc Hons (applied mathematics), University of Warwick

software

2D

Adobe Acrobat
Adobe Illustrator
Adobe ImageReady
Adobe Indesign
Adobe Pagemaker
Adobe Photoshop
Equilibrium Debabelizer
Macromedia Freehand
QuarkXPress

3D

Bryce
Carrara Studio
Infinet-D
Poser
Internet
Adobe Golive
Interarchy
MM Dreamweaver
WebWhacker

MS Office

Microsoft Excel
Microsoft Word
Microsoft Powerpoint
New media
Adobe Premiere
Macromedia Director
Macromedia Flash
Quicktime Pro
Vegas Video

Sound

SoundEdit 16
SoundJam
Sound Studio

Utilities

Adapttec Toast
Extensis Portfolio
ResEdit

...plus many more...

current

freelance new media author

August 2004 - current

clients include

AstraZeneca	DfES	Nutricia	Roche
Boehringer	Lilly	Ogilvy	Schering
Ingelheim	Merck	Pfizer	Plough
Bristol-Myers	Novartis	Prudential	Tsunami Hope
Squibb	Novo Nordisk	Rieta	UCB

previous

senior new media author

October 2001 - July 2004

1: Olog-e, The Quadrangle, 49 Atalanta Street, London SW6 6TR.
(The new media wing of the Shire Health Group).

2: Sugar, 61-62 Berners Street, London W1T 3NJ.
(A division of the Shire Health Group combining advertising, branding and digital disciplines to service the healthcare/pharmaceutical sector, targeting both consumers and professionals).

I had overall responsibility for new media creative concepts and designs both for external clients and internal clients across the Shire Health group. I served as a knowledge resource on new media tools and techniques within the group. Supervised design staff and freelancers.

clients included

AstraZeneca
Boehringer Ingelheim
Bristol-Myers Squibb
Glaxo SmithKline
Janssen-Cilag
Nestlé
Novartis
Pfizer
Procter and Gamble
Roche
Schering Plough
Takeda

creative director

January 1998 - October 2001

Words Online / Net-Wise, Gilmoora House, 57-61 Mortimer Street, London W1N.

(A new media design company, specialising in high-tech, financial and healthcare markets).

As creative director I was fully responsible for the creative output. I designed and programmed interactive projects and websites, developed interfaces for online applications, prepared presentation materials, presented to clients, selected and supervised creative staff and freelancers and much more.

clients included

Aon Insurance
AstraZeneca
Barclays Bank
British Medical Association
Bradstock Insurance
Bristol-Myers Squibb
Control Data
ecsoft
MicroStrategy
NEC
Nightrader
Pharmacia
RiskClick
RiskInsure
Schering Plough
SmithKline Beecham
TeleCity
Thames Valley Police Authority
William Mercer
WISe Insurance
Zurich Re

previous

freelance new media

author

May 1996 - December 1997

On leaving CKS I worked on a freelance basis, both from home and on client sites, specialising in new media development. I programmed the interactive TV demos for BSkyB, working closely with people in the company to the extent of running a presentation to Mr Rupert Murdoch.

clients included

Autodesk	CitiBank	Fujitsu ICL	Mondex
Barclays Bank	Comet	Galleria	NatWest Bank
BiB	Compaq	GUS	Norweb
Bluewater	Coop Bank	HMV	Sainsburys
BP	Digital	Job Bank	Thomas Cook
BSkyB	Dorling	Lexus	TSB
BT	Kindersley	Lloyds Bank	Victoria Wine
Camelot	First Direct	Microsoft	Yellow Pages
CarShop	Ford	Midland Bank	

senior designer

July 1994 - April 1996

CKS Partners Ltd, Eagle House, The Ring, Bracknell, Berks RG12 1HB.

(An integrated marketing agency based in the USA and specialising in new media).

As the senior creative in the CKS UK office I was fully responsible for the creative output. I designed and programmed interactive projects and web sites, wrote copy, presented to clients, prepared quotes, selected staff and freelancers and much else besides.

clients included

Amdahl	National Semi.
Apricot	Nestlé
Caere	TeleWest
Citroën	Terry's
Galleria	Panasonic
IPM	Psion
MCI	

senior art director/designer

September 1986 - June 1994

Hyde & Partners Limited, London SW1.

(A full service advertising and PR agency specialising in business-to-business communications).

As a senior creative I worked on all of Hyde's major accounts, both above and below the line, taking full and unsupervised responsibility on many of them. Much of my output was design for print, though I also designed several exhibition stands and worked on packaging, POS and complete corporate identities.

Being educated in the sciences, I was able to develop an in-depth understanding in many technological and scientific areas. This helped greatly in the creation of relevant and coherent work for our clients, a point they commented upon on several occasions.

Creative Dept representative of in-house technology working party.

clients included

3M	Lucas Bradley
Amdahl	Micro Focus
BT	Murex Diagnostics
Dow Chemicals	Norsk Data
GEC Avionics	Ockley Brick
Gould Electronics	Plessey Telenet
Hewlett Packard	Sequent
Icelandair	Schlumberger
Kodak Medical	Valid International

previous**senior designer**

March 1986 – August 1986.

Oracle Advertising Limited, London W1.

(An agency dealing in high quality work for the property business).

Working in a large creative department, my main task was the design and production of finished visuals for press advertisements, direct mail and other promotional material. Some client contact.

graphic designer

February 1982 – March 1986.

Madison Cycles plc, London NW2.

(A major wholesaler, mail order supplier, importer and exporter of cycle parts and accessories).

I worked with one other designer in an in-house studio. Our output included press ads, catalogues, packaging, POS and exhibition design. My responsibilities ran from concepts to print buying.

graphic artist

February 1981 – January 1982.

East End News, London E8.

Sole responsibility for all editorial logos and illustrations. Design of all promotional material.

temporary clerk

August 1979 – February 1981.

Alfred Marks (and others).

On leaving university I spent 18 months temping: running a stationery office for Guardian Royal Exchange and handling accounts queries for Texaco together accounted for most of that period.

During school and university vacations I took a variety of jobs, such as driving an ice-cream van, picking grapes and packing fireworks.

projects included

Centre Point

Chelsea Harbour

Chelsea Cloisters

London Pavilion

education

University of Warwick

1976 – 1979.

The course was wide ranging, from Computer Programming, through Subatomic Physics, to Catastrophe Theory.

After a very good first year result (98%) the social whirl gradually pruned my degree to a BSc Hons Class III.

Whilst at University I designed and produced publicity material for various plays, events, films and campaigns.

BSc Hons

Applied Mathematics

Chesterfield School

1969 – 1976.

“O” levels – June 1974

Mathematics	(1)	Additional Maths	(1)	Physics	(1)
English	(1)	English Literature	(3)	French	(1)
Chemistry	(1)	Latin	(1)	History	(5)

“A” levels – June 1976

Mathematics	(A)	Further Maths	(A)	Physics	(A)
General Studies	(A)				

Derbyshire Public Speaking Contest – member of winning team: 1974

Chesterfield Public Speaking Contest – 1st prize: 1975, finalist: 1976.

School Written English Prize: 1975

School Mathematics Prizes: 1975 & 1976

Also heavily involved in drama, as actor, director and producer. Member of school and church choirs. Sold several designs to a T-shirt transfer company.

interests

Art, literature, film, music, science, conversation, travel, motorcycling, swimming, badminton, my garden and my wife.