



PROFILE

Passionate and innovative multi-disciplinary Senior Design Team Leader. Over 18 years success leading projects, winning pitches, bringing ideas to life and producing inspiring work globally for world-class clients such as FedEx, HP, Nokia Siemens Networks, Chevrolet and Shell. Highly versatile, hands-on and with proven experience across a variety of market sectors and disciplines in brand design, advertising, direct marketing and digital. I strive to deliver solutions that are relevant, ambitious, beautiful and memorable.

EXPERIENCE

Disciplines

- Branding and Identity
- Advertising
- Direct Mail
- Corporate Communications
- Retail and Signage
- Packaging
- Digital
- Illustration

Market Sectors

- B2B
- Telecoms and Technology
- Automotive
- Healthcare
- Logistics
- Energy
- Entertainment
- Property and Resort Development

Brands

- American Express
- Bakcell
- BP Solar
- Chevrolet
- FedEx
- Fujitsu
- Griffin
- Heathrow Express
- HP
- Initial/Rentokil
- Intrawest
- Nintendo Canada
- Nokia Siemens Networks
- Nuffield Health
- Polygon Homes
- Shell
- Standard Chartered Private Bank
- Sun Microsystems
- T-Mobile
- Tuxedo Money

EMPLOYMENT HISTORY

Freelance | Current

RAPP—Virgin Media, Stereo Creative—Griffin, Founded—National Express, Zip Car, SportsAid

Gyro, London + Geneva | Design Team Leader | Nov 2005–July 2012

Overseeing a team of designers and art workers in the London office of 2012's BMA Agency of the year. I was a key member of numerous Pitch wins, most notably lead agency appointment for FedEx EMEA, Standard Chartered Bank and a £4m pitch win for Initial Washroom Solutions. Key clients included FedEx, HP, Chevrolet, Shell, Nokia Siemens Networks, Bakcell and Sun Microsystems.

PlaneStation Group plc, London | Head of Design | 2003–2004

In-house role leading the brand design unifying their European network of regional airports. Oversaw the creation of the branding to communicate the company's innovative vision of the future of air travel to partners, governments, investors and media. Collaborated with senior management, marketing and architects to deliver a cohesive experience across all communications.

Silent Communications, London | Lead Designer | 2001–2003

As lead designer I was responsible for concept and design strategy, new business pitches, managing clients and key deliverables, overseeing producers to ensure quality and creative integrity and overall development of studio processes and methods.

Switch Interactive, Vancouver | Design Director | 2000–2001

Founding member, collaborated on company vision, design direction and building the studio team. Within our first six months, serial online comic brokensaints.com—our partnership with Brooke Burgess—won people's choice at FlashForward2002 in San Francisco. It then went on to win many awards including the Audience Award at the Sundance Film Festival 2003.

Fleming Design Group, Vancouver | Senior Designer | 1997–2000

Design lead on projects ranging from multi-component campaigns, identity, corporate collateral, sales promotion, property marketing and digital. Clients included Nintendo Canada, Intrawest, YWCA and Polygon Homes. Highly regarded for my creative contributions, drive for excellence and innovation.

Impact Creative, Vancouver | Designer | 1994–1997

Vivid Graphics, Vancouver | Designer | 1993–1994

Loewen Graphics, Vancouver | Junior Designer | 1991–1993



PROFESSIONAL AND ACADEMIC QUALIFICATIONS

2012
3D3 Modo training
Cinema 4D coursework

2000/01
University of British Columbia, Vancouver
Certificate in Internet Publishing:
Advanced HTML, CSS, Dreamweaver,
Introduction to Java/Javascript,
Project Management

2000
Vancouver Film School
Flash, Director

1991
Fraser Valley University, Vancouver
Graphic Design and Communications:
Graduated with honours, top of class

RECOGNITION

Digital Arts magazine, Dec 2011
Contributor on "Hitting The Mark"

Lotus Award
Best Corporate Web Site,
Fleming Design Group

Silver Georgie Award
Best Real Estate Marketing Brochure,
Piermont on Lonsdale

Monadnock Paper
Award of Excellence
Impact Creative corporate identity

Mohawk Paper Merit Award
Apex Communications
Presentation folder

SKILLS

Creative

- Strong understanding of typography, composition, colour and image making
- Passion for clean, functional design with meticulous attention to detail
- Combine strategy with design and user experience to deliver cohesive creative solutions
- Turn complex ideas and content into meaningful experiences
- Knowledge of emerging trends, mobile and social
- Seamless partnering with concept teams to bring ideas to life
- Planning and art direction of photoshoots on location and in studio
- Expert illustration skills in a diverse range of styles, both analogue and digital.
- Photography
- Strong writing and communication skills

Management

- Respected leadership of small teams with diverse personalities in deadline-driven environments
- Mentoring junior team members through motivation, educating and leading by example
- Leading cross-functional team collaboration.
- Utilizing resources to get the most out of everyone involved
- Ability to responsibly manage timing and budgets across multiple projects
- Building relationships with suppliers and clients

Technical

- Expert Photoshop and Illustrator
- InDesign and Acrobat
- Cinema4D, Modo, various 3D tools
- Sketchbook Pro, Painter
- Lightroom, CaptureOne
- Microsoft Office, Keynote
- HTML, CSS
- Retouching and visualisation
- Extensive knowledge of prepress and print production