

Senior Digital Designer



I'm a heavy weight online digital & motion graphics designer. I have 14 years working in the digital battlefield. I'm an old school designer that believes in pencil before pixel, concept before craft and polished before pushed out! Due to my freelance experience I've worked with numerous blue chip digital agencies all over London.

A day in the life of me:

Work at Oliver Marketing:

- Illustrating new androidify characters in illustrator
- Animating them in both platforms after effects and flash
- Responsible for pin badges, tablet animations and conference room designs for the Mobile World Congress 2016

Work at Zone:

- Design & animation for the new interactive Coke Olympic vending machine. Running in Westfield Stratford and Westfield Shepherds Bush.
- Design, animation & illustration for a high end interactive banner campaign for Fanta.
- Coke YouTube Olympic banner animated off existing storyboard.

Work at Iris:

- Launching the Sony Xperia phone online. The campaign was so successful in the UK that Sony launched it Globally.
- VW Crafter Van Trader homepage takeover (Including re-skin of site). Re-illustrating & animating a character originally created by Aardman.
- Promotion website design for the Suremen Last 8 Sweeptakes.
- Banners for the Philips Wake-up light. Required illustrating & animating a 24hr origami world where the wakeup features in action.
- Multiple banner campaigns for Shell; all storyboarding, design, animation & illustration.
- Philips PerfectCare minisite. My role was to animate the look and feel of the site. Team also included an art director, 3d modeller, copywriter & developer.
- VW Amarok banner campaign. Animations were a continuation of the print campaign "Knowledge is power". The idea was to travel through mathematical equations, stencilling the outline of the car.

My history:

- 3 years studying at Ogilvy and Mather's Red & Yellow School of Logic and Magic.
- 2 years permanent position at Third Eye Design in Cape Town South Africa.
- 12 years freelancing for numerous blue chip digital ad agencies all over London.

My skillset:

- After Effects, Flash, Cinema 4d, Photoshop, Illustrator. (InDesign, Dreamweaver)
- Hidden talent - I'm an illustrator too.

Agencies & Brands I've worked on:

Oliver Marketing - Google Android. **DraffFCB** - Post Office. **Inferno** - Sky, Jupiter, Bertolli. **The House Worldwide** - Lenovo, Medion. **Huge** - Cif. **OgilvyOne** - IBM. **RKCR/YR** - Holland & Barrett, Lloyds. **McGarry Bowen** - Omega. **Girardot** - Barings. **Table 19** - BlackBerry. **Eye-D Creative** - 2K Games. **Superhero** - OG International. **Doco** - NBC Universal. **Superhero** - Xbox. **Zone** - Coke, Fanta. **AIS** - gkoda. **Iris** - Shell, Philips, Sony Ericsson, Dairy Crest. **Hypernaked** - Cadbury, J.P.Morgan. **Suburb** - Sony Ericsson, Lloyds bank, ING Direct, Suremen. **Albion** - BE Broadband, Air New Zealand, Giff Gaff, Virgin Airways & Famous Grouse. **AKQA. Razorfish** - Microsoft. **Meteorite** - Expedia. Pow - Virgin Media. **Campbell Lace Beta** - Thomas Cook. **Tag** - Intel. **Saint London**. **DLKW** - Halifax, AA, Intelligent Finance & Birmingham Midshires. **Tequila** - Carbon Trust. Galileo - askMID.com. **Oliis** - Ambipur's. **Fox Network** - Trueblood, Dexter, National Geographic. **St Lukes** - Strongbow. **Steak Creative** - British Gas. **Dare Digital** - Vodafone, Sony HD, Sony Ericsson & BMW. **EHS Brann** - Peugeot, Orange, Charles Schwab & Veet. **TMW** - T-Mobile. **MRM** - Microsoft. **The Forward Group** - Tesco. **Crayon London** - BT, CIT. **Jaeger**. **Blue Barracuda** - Nectar. **Wundermans** - Ford, Xbox. **Thin Martian** - MSN. **Eurofinance. MGA** - Partnerships, Eurofighter, Dara & Urenco.

References:

Oliver Marketing: Shane Smith - ShaneSmith@oliver.agency - +44 (0)20 3142 3593
Zone: Richard Dean - rdean@zonecontent.com - +44 (0)20 7267 4774.
Suburb: Phil Parker - phil.parker@wearesuburb.com - +44(0)20 7593 155.
Iris: Bill Adcock - bill.adcock@iris-worldwide.com - +44(0)20 7654 7900.

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