



I am a Creative Director with over ten years experience, specialising in digital media. For the past two years, I have been at Pancentric Digital, a fully integrated design agency based in London. I currently manage a UXD team consisting of six visual and three user experience designers.

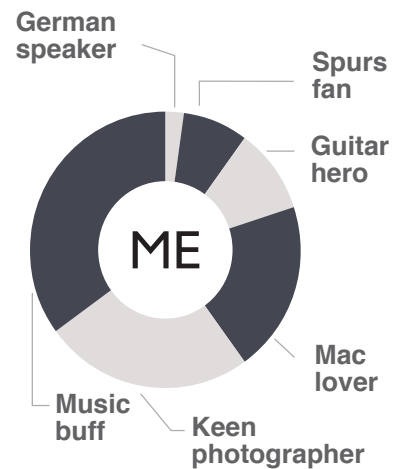
My belief is in 'design thinking' over purely visual design. To solve an interactive problem you really need to wrestle with the logic and get in the mind of the user to create intuitive interfaces and easy to find content. Get the structure right and the visual design is the beautiful icing on the cake.

Being involved throughout the complete life cycle of a project with its many twists and turns is why I get up in the morning. Collaborating with specialists in social media, SEO, UX and development has kept my finger on the pulse.

I enjoy working on a project from concept through to completion. However, the spark of ideas and design direction for different concepts during ideation is what drives me.

I am a confident, clear communicator with a 'can do' attitude. Hands-on in my role, I thrive in leading, supporting and mentoring creative teams who want to push the boundaries and deliver successful, innovative user-centered design solutions.

And I can juggle too.



## SKILLS INCLUDE

**Managing designers & freelancers / Pitching / Client facing & presenting / Art directing for photography & film / UX collaboration & User testing / Creative problem solving & concepting / Project resource planning / Wireframing & Rapid prototyping / Designing to accessibility & usability standards / Working with brand guidelines & guardians / Solid skills in typography, layout, colour theory / Fluent with Adobe Creative Suite.**

## EXPERIENCE

06/2011 - NOW

### PANCENTRIC DIGITAL/ CREATIVE DIRECTOR

In my role as Creative Director I have been managing a UXD team of nine people. I have led winning pitches for The X Factor, Bluewater, DC Leisure, CBBC Newsround and Zurich SME amongst many others.

As a member of the 'Growth Team' I attend monthly board meetings to shape the direction of the company. Head of the User Experience side of the business, I have grown the team and am working to construct and add user testing labs to our service offerings. Possibly because my title incorporates the word 'creative', I have also been asked to address the interior design of the agency. A truly varied workload has seen me designing bespoke tables which are now being sold by the manufacturer.

05/2010 - 05/2011

### PANCENTRIC DIGITAL/ ART DIRECTOR

Art Directing a team of 6 designers in collaboration with and in the absence of the Head of Design. Apart from working on successful pitches for BBC Newsround, Kew Gardens, Burger King and GoPetplan, I have designed fireworks for Disney and redesigned the Radio 2 homepage using the BBC's new 'Global Visual Language'. Best moment so far: when the iPhone application I designed for Burger King reached it's first 100,000 downloads.

11/ 2009 - 05/ 2010

### FREELANCER

Working on a four month project with UK Parliament, 'Houses of History' which was short listed for the Design Week Awards 2011.

- 01/2009 - 11/2009 **TRAVELLING FROM POLE TO EQUATOR**  
A year of exploration, llama farming, glacier climbing, fragmented Spanish speaking and surf seeking in South & Central America. Returning to find that Twitter and Lady Gaga had exploded onto the scene.
- 01/ 2008- 12/2008 **CIMEX MEDIA LTD/ ART DIRECTOR**  
Supporting the Head of Design to run the design studio. Highlights include winning pitches for Five US, working with the Criminal Justice System to build a website about the jury process and being one of the first agencies to work with the much talked about 2012 London Olympics branding by Wolff Olins.
- 10/ 2005- 01/ 2008 **CIMEX MEDIA LTD/ DESIGNER**  
An NMA top 50 design agency, with clients ranging through education, government and pharmaceutical sectors. My first year's work was on BBC JAM, a schools based project to promote sports. Producing webcam games, interactive tools, motion capture 3D visualisation all delivered via a futuristic 3D sports academy.
- 03/2005 - 09/2005 **FREELANCER**  
Work included an identity for a new film agency, Hoben.tv and documentary film production promoting the redesign of The Guardian Newspaper from broadsheet to the new Berliner format.
- 09/2001 - 03/2005 **PEARSON BROADBAND/ DESIGNER**  
Working on the redesign and rebranding of KnowledgeBox, an in school digital software delivery system, for a UK audience. KnowledgeBox UK won a BAFTA for 'Offline Learning' in 2003.

## EDUCATION

- 09/1998 - 07/ 2001 **U.W.E BRISTOL/ BA (Hons) GRAPHIC DESIGN 2:1**  
Graduated with the 'Vinten Significant Contribution award ' and a job starting the next day. I spent University Summers gaining work experience for a range of companies including Codename, Focus Magazine and Bel Aire publications amongst others. I was working with The GuardianUnlimited interactive department on September the 11th as the planes crashed and the newsroom went from freeze to frenzy.

## REFERENCES

### Tim McEvelly

Creative Director,  
Fortune Cookie  
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### James Bruce

Head of Creative  
Disney Online, EMEA  
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### Nikki Barton

Head of Digital Design,  
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### Will Cole

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Maverick Media  
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## CLIENTS INCLUDE



Make notes or draw a picture of me here...