

I'm a hands-on, award-winning art director with 20 years' experience in advertising, behaviour change and brand strategy.

I've worked on a diverse range of projects, from persuading people to choose Guinness as their first drink of the night to dissuading young men and women from choosing a life of conflict in the Middle East.

My role as creative director at behaviour change agency Verbalisation instilled in me the importance of knowing what drives your audience, and using that knowledge to engage and resonate with them.

We used a powerful, psychology-driven methodology to effect real behaviour change.

I bring a range of strong conceptual skills and craftsmanship to every project.

Core skills

- Concepts
- Art direction
- Graphic design
- Headlines and short copy
- Illustration and storyboarding
- Film and animation
- Production – print and film

Complementary skills

- Brand strategy
- Managing and mentoring staff
- Project management
- Client handling
- Business development
- Proofreading



Education

BA Hons, Illustration and
Visual Communication
Anglia Ruskin University



Awards

MAA Best Brand Strategy
DMA Silver Best Public Sector
FSA Most effective B2B campaign
Money Marketing, Best Direct Mail
Money Marketing, Best Online

Freelance Art Director

Aug 2019-
present

Currently freelancing, providing art direction and design for a variety of clients. My background and experience means I am highly versatile and bring a wide range of skills to all projects.

Creative Director, Verbalisation

Nov 2016-
Aug 2019

As well as leading a small but perfectly-formed creative department, I was directly involved in defining the brand strategy for our clients. I presented work and ran client meetings in addition to handling business development on some accounts.

I also learnt a lot more about managing and optimising our most important assets – our staff.

Senior Art Director, Verbalisation

Mar 2014-
Nov 2016

I was the creative lead on almost all projects that passed through our doors. My previous experience meant that I could assist the account teams with almost any project our clients required.

Line manager and mentor for junior and mid-weight designers, freelancers and contractors.

Art Director, Teamspirit

Sep 2006-
Mar 2014

My role at Teamspirit was multi-disciplinary. Along with my core art direction and design roles for all clients, I developed experience in film, animation and online.

Mentored junior staff and recruited staff and contractors.

Senior Designer, Ambrose Went Curtis

2002-
2006

I handled the day-to-day running of a satellite design studio. As well as core design duties, I developed a thorough knowledge of production and presented work directly to clients.

