

Art Director
Graphic Designer

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Key Skills

Graphic design
Interface design

Art direction
Concepting

Branding
Logo design

Typography
Photography

To view my commercial portfolio, please go to www.mistercat.co.uk/pages/portfolio.htm

To view my creative portfolio, please go to www.mistercat.co.uk/webjournal/index.htm

Work History

Dec 1999 – present

I've worked as a freelance art director and graphic designer across a wide variety of clients and accounts, with contracts spanning from a week to eight months. Below is a list of the key projects and jobs I have worked on.

- **Proxim-IT:** Currently in contract as design lead for software design company. Main project is an innovative new software product that facilitates the development of ideas. Interface design, brand development and marketing.
- **Modem Media:** Ongoing contract art direction since August 2004, concepting for interface design and banners; working on projects for Hewlett Packard, Opel, Scottish Power. DM work for Royal Bank of Scotland and Natwest
- **BBC:** Contract art direction with the online entertainment department on a variety of projects.
- **Publicis Dialog:** Contract art direction, interface design and banner creation; working on projects for Renault, Camelot, Eurotunnel, The British Army and Hewlett Packard.
- **City Rescue Massage:** I developed a logo for this massage and alternative therapy company, also creating a web holding page, plus a printed press release layout and t-shirt design.
- **Headvision.com:** Website developed for this art exhibition curator, including intro animation, web interface design, information architecture and HTML build plus printed press release layout.
- **Timbazo Books:** Book jacket design, page layout and typesetting for two novels, plus brand identity; I also developed an emarketing plan, including web interface design, information architecture and HTML build for this small publishing company.
- **Chatfield Healthcare:** Project management, including art direction, brand identity, web interface design, information architecture and HTML build for this doctor's practice.
- **Box 3:** Web interface re-design (having designed and built their original website), information architecture and HTML build for this interior design/furniture design company.
- **Teleopen:** Contract CD interface design, content management and marketing projects.
- **Westminster Adult Education Service Marketing Department:** Print design work and interstitial design; concepting and art direction for the service's summer 2003 advertising campaign.
- **Carat International:** Web interface design, banner creation for client Vodafone.
- **Westminster Adult Education Service:** Lecturer in 'Desktop Publishing/Introduction to Graphic Design' courses.
- **Morphic Design:** Art direction; web interface and print design work for an interior design company.
- **Teleopen Ltd:** Art direction; brand identity, web interface design, site architecture and HTML build.
- **Unique Digital:** Web interactive design and viral marketing work.
- **Real Digital Business:** Brand identity work, interactive and interstitial design and animation work.
- **Fifo Digital:** Web interactive design and viral marketing work.
- **FMC International:** Art direction and print design work, producing a family of 14 bank leaflets for Cater Allen Bank.
- **Ogilvy Interactive:** Art direction plus interface and banner design, developing an online marketing campaign for the Friskies website – banners, email virals, popups, interactive design and animation.
- **Sense Worldwide:** Web interface design.
- **Barker's Integrated:** Web interface design and animation work.
- **Hyperdub:** Print design work for this record label.
- **Brixton Online:** Print design work for this community Internet resource.

Work History [continued]

May 1999 – Dec 1999

- **Publicis Technology:** Full-time senior interactive designer, developing and overseeing the design and development team; web interface/HUI for BT.com, other clients included Esselte, Hewlett Packard and Renault.

Feb 1999 – May 1999

- **Piranha Interactive:** Web interface design, making a series of Internet and Intranet sites for this small communications company.

Sep 1998 – Feb 1999

- **Espresso Productions:** Web interface design and HTML, working on a children's broadband multimedia network, transmitted by satellite.

Sep 1997 – Sep 1998

- **TMG Hypermedia** and **Brixton Online:** Full-time web and print design work for both of these highly innovative and influential web design 'sister' companies.
- **The City Literary College:** Part-time tutoring on 'Web Design' and 'Graphic Design' courses.

Sep 1995 – Sep 1997

- **NAP Media:** Web designer for this small web publishing company.
- Design work for clients including; **Androgyny**, **Strings 4 Rope**, **Cloud 10**, **Sound**.
- **ID Gruppe**, Germany: Contract multimedia and web design, working on a CD-ROM title.

Further Education

1995	Collin County College, Texas, USA
1991–1995	Camberwell College of Art, London
1989–1991	Epsom School of Art and Design, Surrey
1987–1989	Esher College, Surrey
1978–1987	Kings College School, London

Qualifications

Photoshop, QuarkXpress, Illustrator
BA(Hons) Graphic Design
BTEC Art & Design
A Level Art
O Level Art, English Literature, English Language, French

Personal Details

- Date of birth - 27.10.70
- Clean UK driving licence.
- I am fascinated by art and design and its application through high and low technology.
- I am involved in various ongoing creative web, film and animation projects.
- I am very interested in contemporary art, film, music, dance and the development of my own ideas influenced by these areas.
- I constantly practice photography, drawing and writing to develop and enhance my ideas.
- I play Capoeira on a weekly basis.