

- 12 years creative experience, of which 10 years in the entertainment industry
- Developed global 360 launch campaigns from concept to delivery
- Creative direction, art direction and production
- Campaign structure, copywriting and scriptwriting
- Leading a team of creatives across print, AV and interactive
- Strong understanding of marketing strategy and brand development
- Trusted with AAA franchises including Tomb Raider, Assassin's Creed, and Zombi U

Creative Director of Games Freeform London

Nov 2010 - Present

Working almost solely on video games, producing any and all marketing materials needed for title launch...

Creative

- Creating and presenting 360 campaign pitches for AAA titles
- Concept and creation of key art, art directing renders and photoshoots
- Writing trailer and TV spot scripts, strap lines and copy
- Creating live action and gameplay trailers, from storyboard to finished edit
- Sophisticated interactive digital campaigns
- Social media campaign concepts, Facebook and iPhone apps
- Special packaging and collectors editions, concepts and visuals

Production

- Managing a team on a project basis, co-ordinating internal and external resources
- Sourcing, briefing and managing external resources from illustrators to film crews including contract negotiation and budget management
- Production and art direction on film set and photo shoots
- AV knowledge - directing editors, CG and 3D artists
- Casting, locations, sourcing and creating props for shoots and filming
- Creation and management of large scale outdoor campaigns

New Business / Account Management

- Generated new business in excess of £ 600k over the last 2 years and brought in major publisher clients Ubisoft, Square Enix and 505 Games.
- Client liaison, account management, and main point of contact across all media for all games clients.

Art Director

March 2008 - Nov 2010

- Lead on all creative projects across Theatrical, Home Ent, TV and Games
- Creation of Theatrical one sheets and TV show key art
- Marketing materials for video games - branding, key art and print campaigns
- Art directing designers, artworkers, photographers and illustrators
- Style guides and POS concepts
- Special packaging and collectors editions for films and games

Freeform Highlights

Won a 4 way pitch to create a global 360 campaign for Ubisoft's WiiU launch title Zombi U. Included strategy and planning, live action and gameplay trailers, TV spot, iPhone app, key art, digital and print.

Creative lead on Assassin's Creed: Revelations interactive digital campaign Unlock The Animus. It attracted over 100k unique visitors in the first 24 hrs with an average dwell time of a staggering 15 mins.

Created an outdoor campaign for Assassin's Creed Brotherhood including an Oxford Circus station domination with a device that was rolled out for the whole campaign.

Key Titles

Assassin's Creed 3
Assassin's Creed Brotherhood
Assassin's Creed Revelations
Zombi U
Child Of Eden
Driver
IL2 Sturmovik
Naughty Bear

Senior Creative Eidos Interactive

Feb 2006 - March 2008

Creating key art, branding, render concepts, print advertising and outdoor for Eidos's AAA titles. Involvement in building campaigns for Eidos's biggest IPs, Tomb Raider and Hitman. Managing key elements of the creative work in-house as well as briefing and managing external creative agencies on branding, key art and renders.

Art directing illustrators, designers and photographers, including directing key photoshoots such as the Shellshock key art image. Working with the digital team to introduce a more cohesive look and feel across all campaign elements.

Senior Designer

Nov 2003 - Feb 2006

Design and artwork of all packaging parts (inlays, manuals and disc labels), in-depth knowledge of all first party guidelines, age ratings and territory requirements. Creating secondary art renders for magazine covers, posters and PR usage from hand drawn concept scamps, through studio art direction, to finished art. Design and production of print ads, outdoor, sales sheets and press packs.

Designer Coutts Retail Communications

June 2003 - Nov 2003

Partnered with a structural designer, creating high end and interactive point of sale materials for the entertainment and FMCG sectors.

Designer / Senior Designer Toys Radica Ltd

June 2001 - June 2003

Starting as a designer and quickly promoted to senior designer; creating branding, packaging and marketing materials for kids electronic gadgets and toys. The role included illustration and copywriting. Also working in partnership with a product designer, designing the plastics and the toy's decals.

Junior Designer Third Dimension Ltd

Sept 2000 - May 2001

Creating interface designs for websites, corporate branding and print advertising for clients ranging from local businesses to the MOD.

Eidos Highlights

Created the key art for Tomb Raider Legend from concept, through render art direction to final retouching.

Conceived the acclaimed 'Beautifully Executed' campaign for Hitman Blood Money

Key Titles

Tomb Raider: Legend
Tomb Raider: Anniversary
Early work on Tomb Raider:
Underworld
Hitman Contracts
Hitman Bloodmoney
Star Wars LEGO
Shellshock
Monster Lab
Pony Friends
Championship Manager 5-7

Education

Cranfield University
2:1 BA (hons) Illustration Degree

Cricklade College, Andover
A Levels Art & History

Salisbury School of Art
BTEC Art & Design Foundation

John Hanson School, Andover
9 GCSE's

Interests

Scriptwriting and film making.
Currently enrolled on Raindance
Writers Foundation Certificate
(self funded evening course)

Movies. Apocalyptic, gangster,
horror, world cinema...

Wing Chun Kung Fu - entry level.