



Passionate about all things Creative

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PORTFOLIO

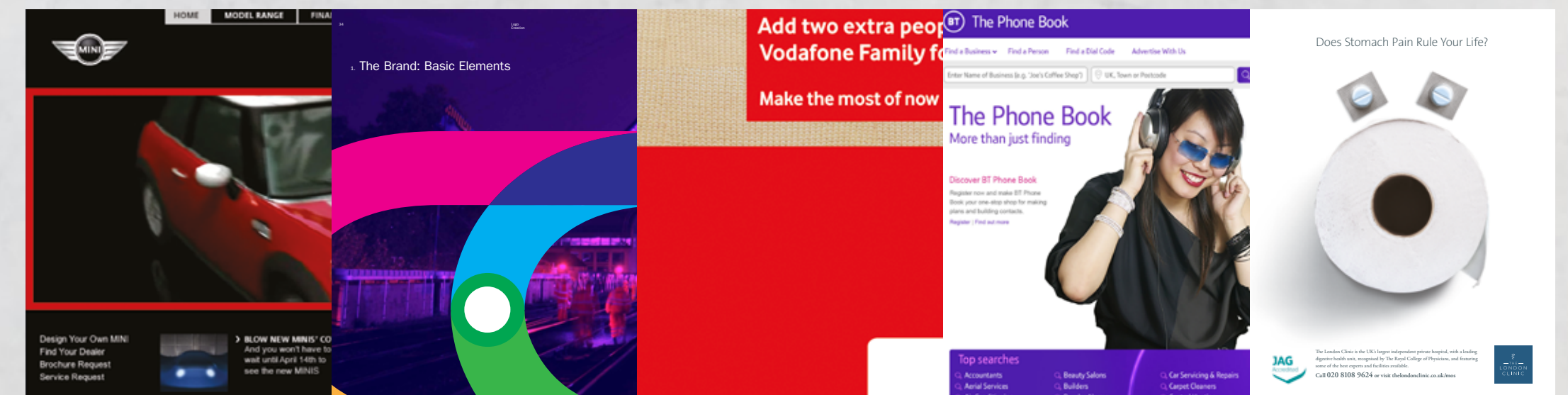


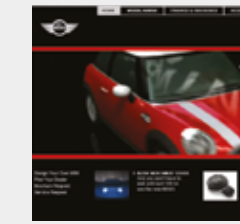
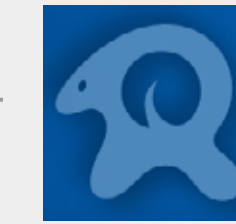
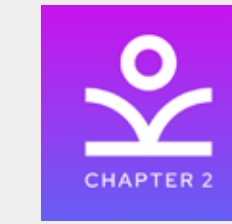
SKILLS OVERVIEW

Skills Overview

- / 00-01 / Art direction and ideation
- / 00-02 / Creative strategy
- / 00-03 / UI + UX design
- / 00-04 / Branding
- / 00-05 / Advertising
- / 00-06 / Print
- / 00-07 / Adobe Suite
- / 00-08 / Figma

My name is David Edwards and I am an art director who is passionate about all things creative whether it's UI or UX design, branding, DM, advertising or creative design across all mediums. I believe in creating memorable experiences and bringing a fresh approach to thinking and design. If you like what you see, please get in touch on **+44 (0)7516 110 176** or email **davidedwards6.de@gmail.com**





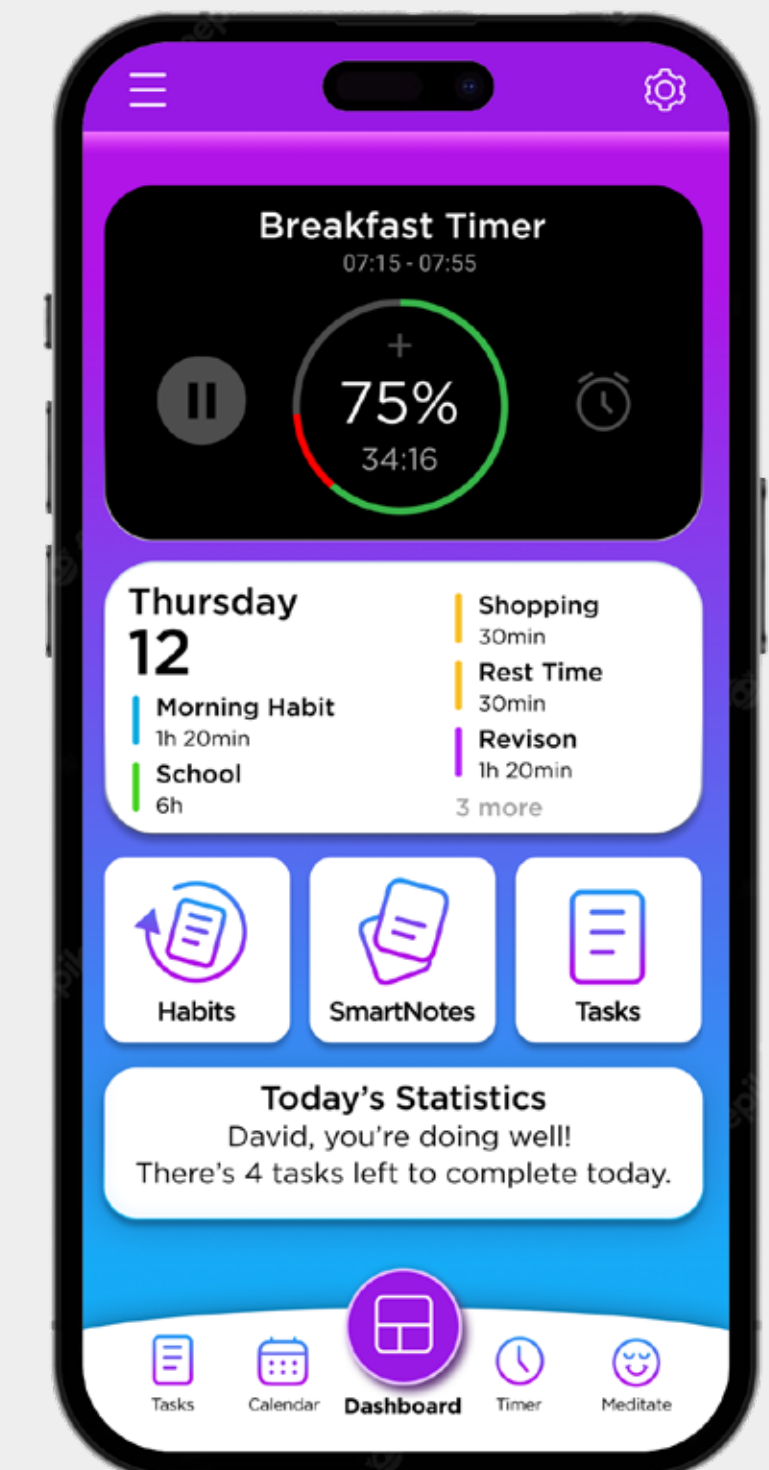
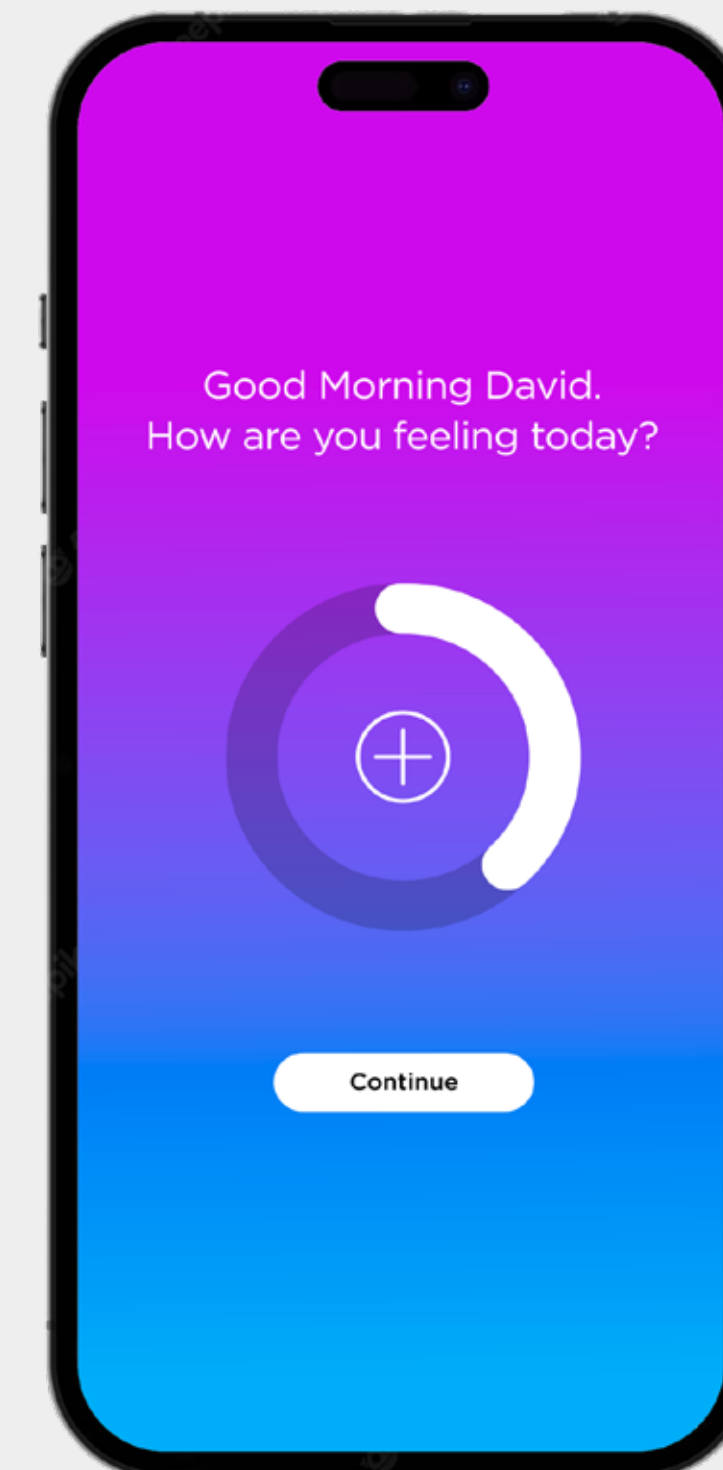
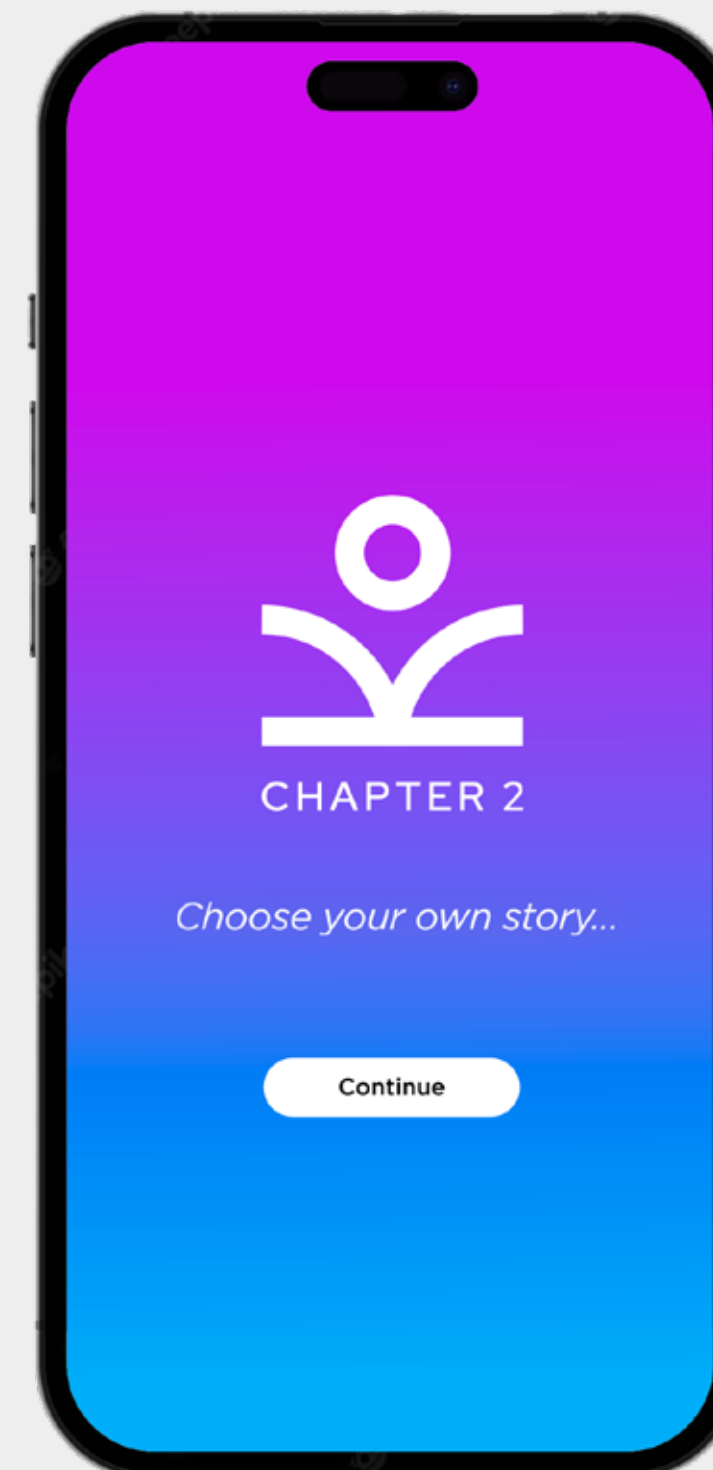
→ Mobile App iOS – Chapter 2

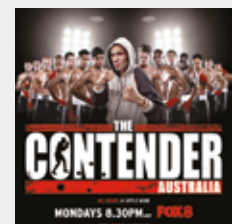
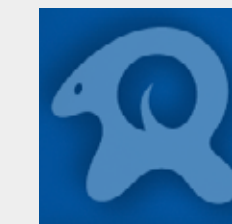
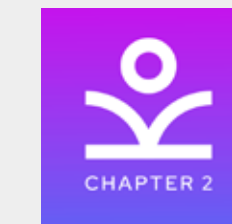
× IMPROVING THE LIFESTYLE OF ADULTS WITH HIGH-FUNCTIONING AUTISM (ASD)

Challenge

After conducting research on the day-to-day troubles high-functioning autistic adults face both professionally and socially, there is clearly a lack of support available. Over recent years, there have been technological advances and untapped potential with smart-phones, smart-watches and artificial intelligence (AI), which can be made accessible and affordable to people.

The brief was to create a 'toolbox' and support app that allows adults (of 15+ years) with high-functioning ASD to help with their day to day struggles at home, social and workplace environments. The app was to consider providing solutions that help people overcome or ease practical hurdles (e.g. time management, repetitive or restrictive behaviour, challenges with social communication and interaction, moods and reducing anxiety). The app should offer learning capabilities, support as well as tools to help with day-to-day activities.





→ Mobile App iOS – Chapter 2

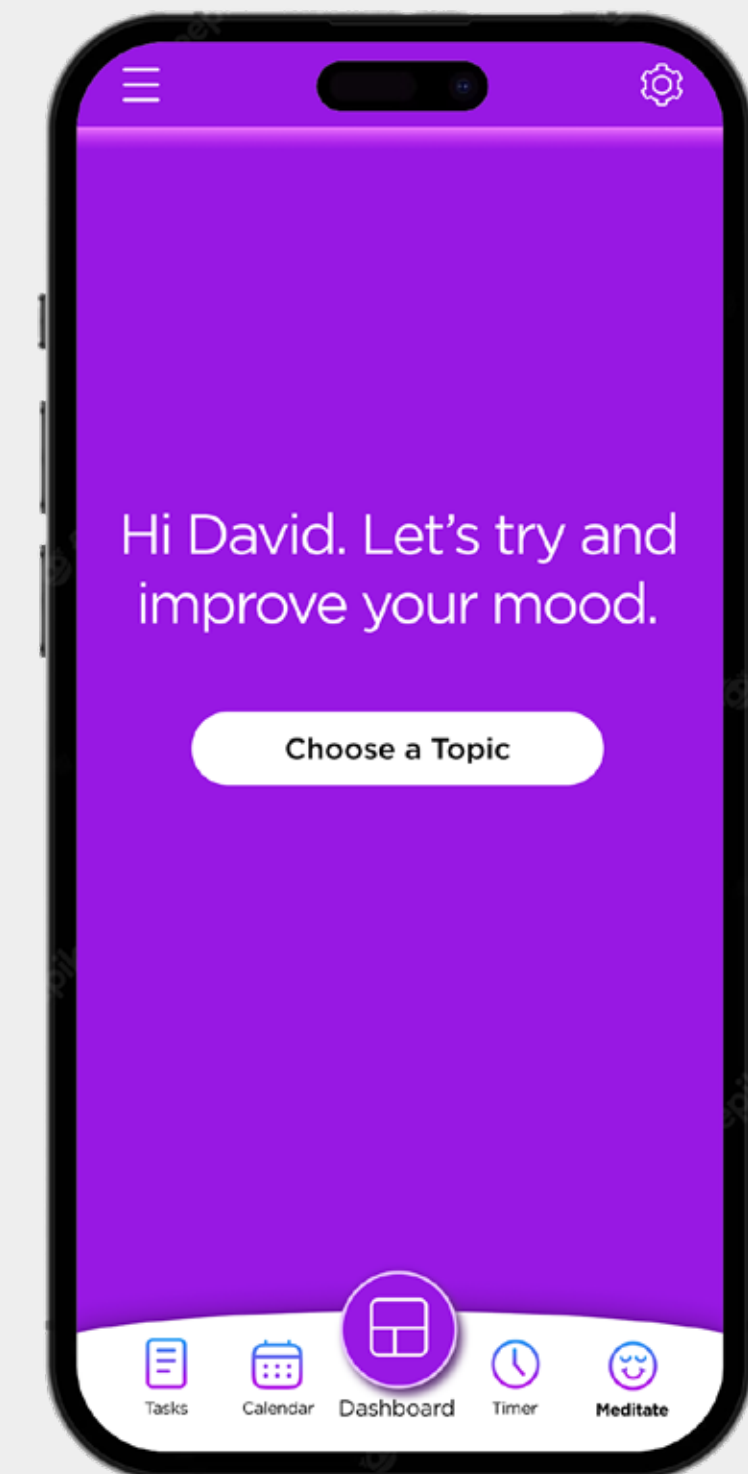
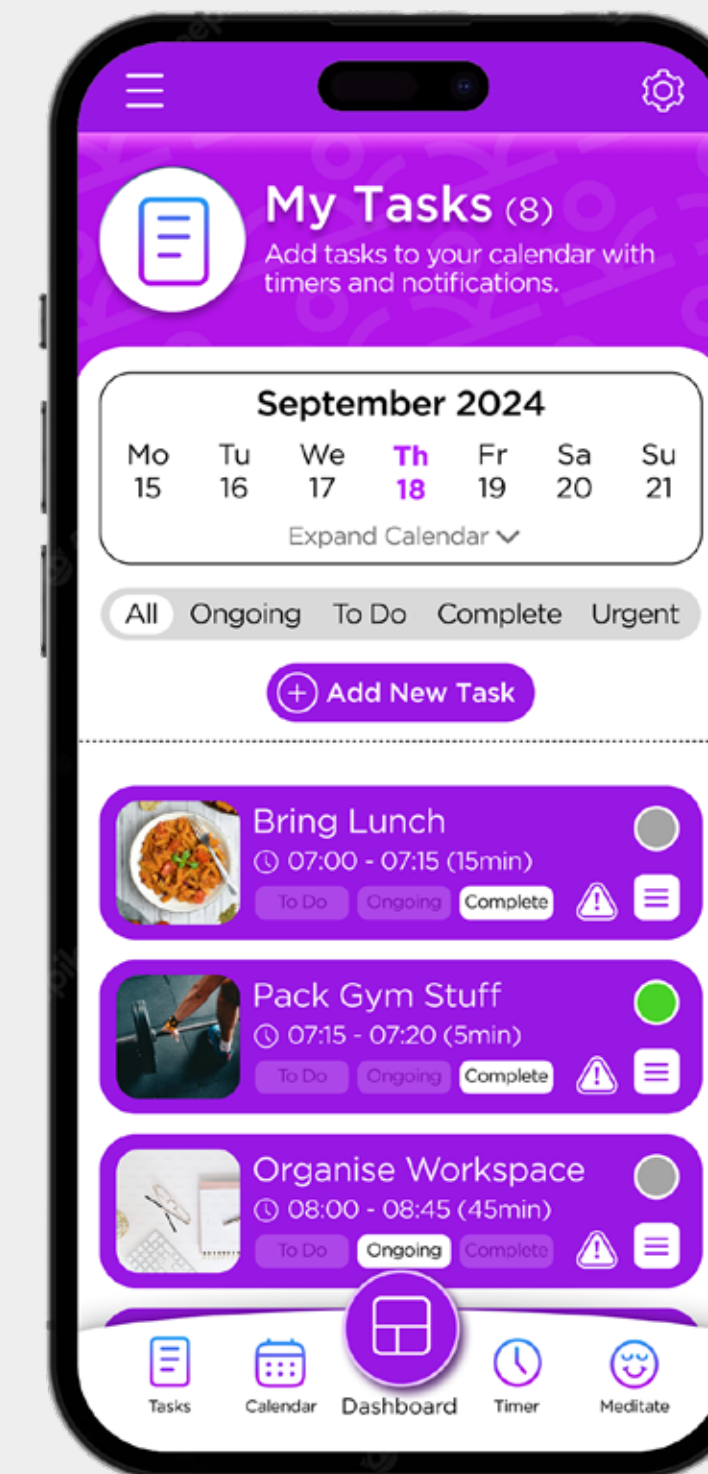
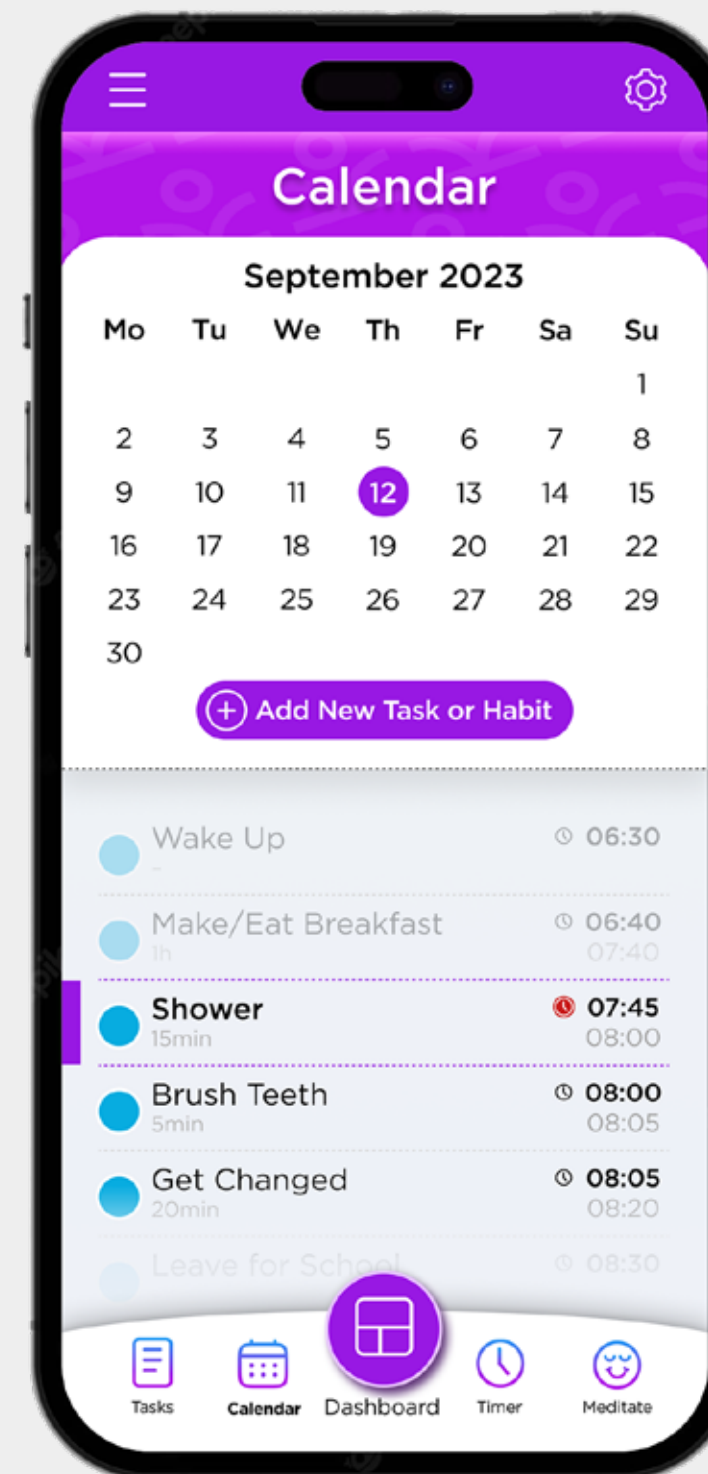
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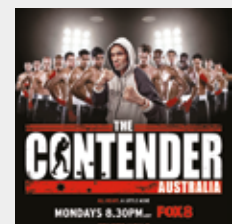
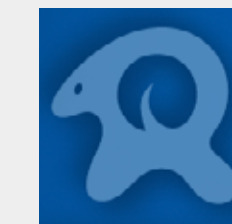
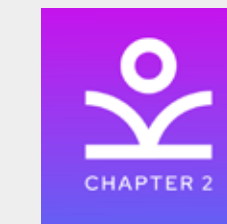
Solution

I created a time-boxed approach to utilise design thinking, lean UX and an agile mindset. The current audience profiles and their usage was limited to over 15s from a variety of demographics and stages in life. I wanted to explore as wider audience as possible, to be more inclusive and design around their needs and behaviours. So I re-engineered a way of capturing the users data and setting it to a calendar to help with managing a users lifestyle. This was in the form of “SmartNotes” which enables the user to add notes on-the-go and, if necessary, convert them to tasks (or habits), with timers and notifications. People with ASD often have trouble managing time (“TIME BLINDNESS”), starting tasks and moving onto the next task when a task is completed. Timers are able to be set per task.

At the beginning of each day, the app would ask how the user is feeling. If they are not feeling too good (anxious, stressed, unhappy) the app would ask them if they would want to concentrate on only the “URGENT” tasks that have been predetermined by the user.

The app also had a meditation (wellness) function to help manage moods and happiness. It also offered advice (AI generated responses) that would help with on-going social issues which are common with people with ASD to help explain situations within a social context (SOCIAL MASKING). There is the option of (either) speaking directly with a councillor or viewing a pre-recorded video on common struggles ranging from social etiquette, time-management or struggles anxiety or unhappiness).





↳ Music Event App

× LONDON R&B



LONDON R&B

Challenge

London R&B is a music company specialising in R&B music promotion and live events in the London area. The company is looking to develop a music app that not only serves as a platform to sell and advertise music gigs but also enhances the overall user experience. In addition to the app, London R&B is seeking a new logo and branding to establish a strong and memorable visual identity.

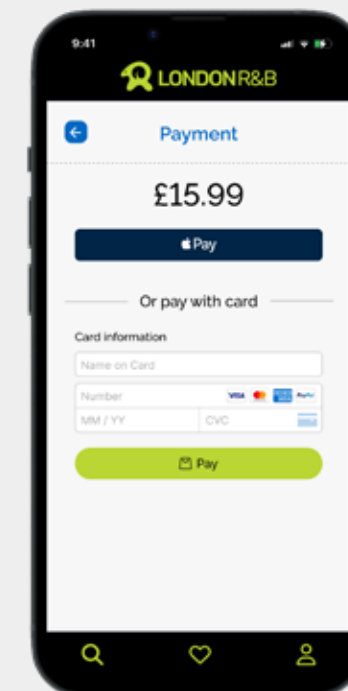
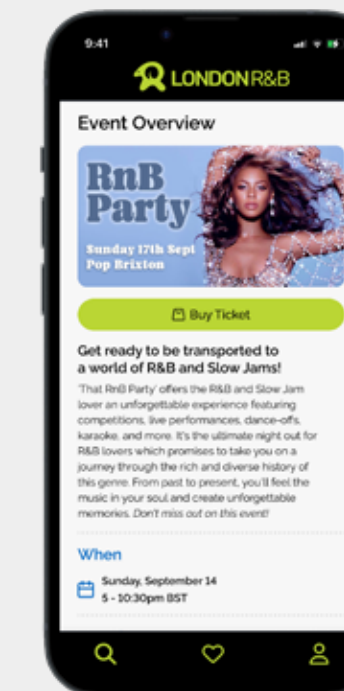
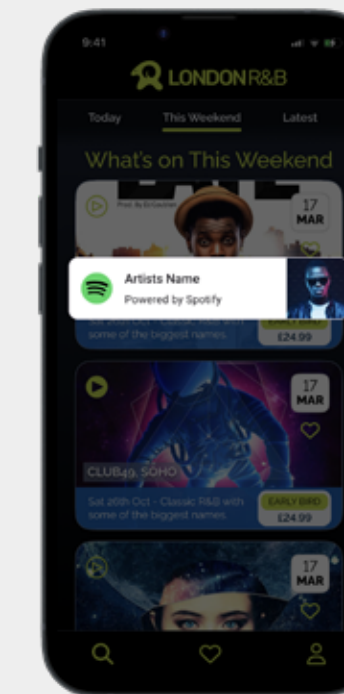
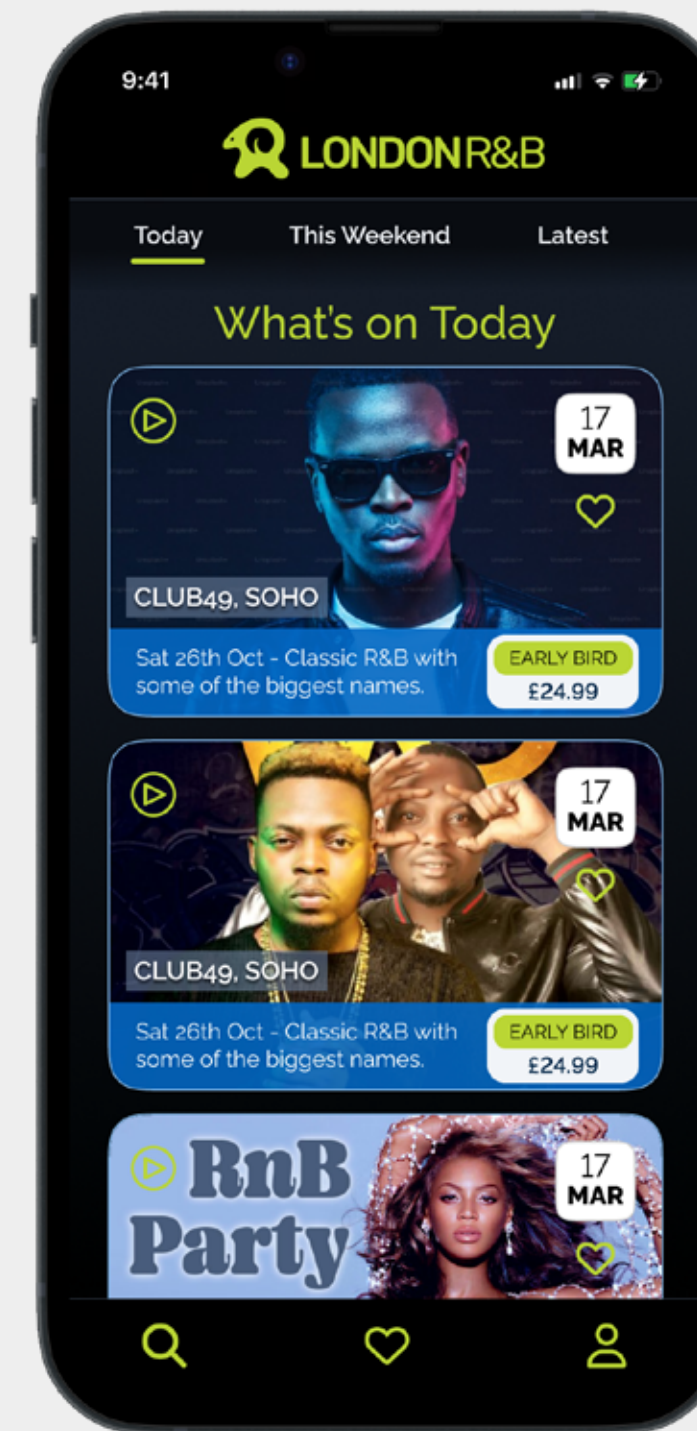
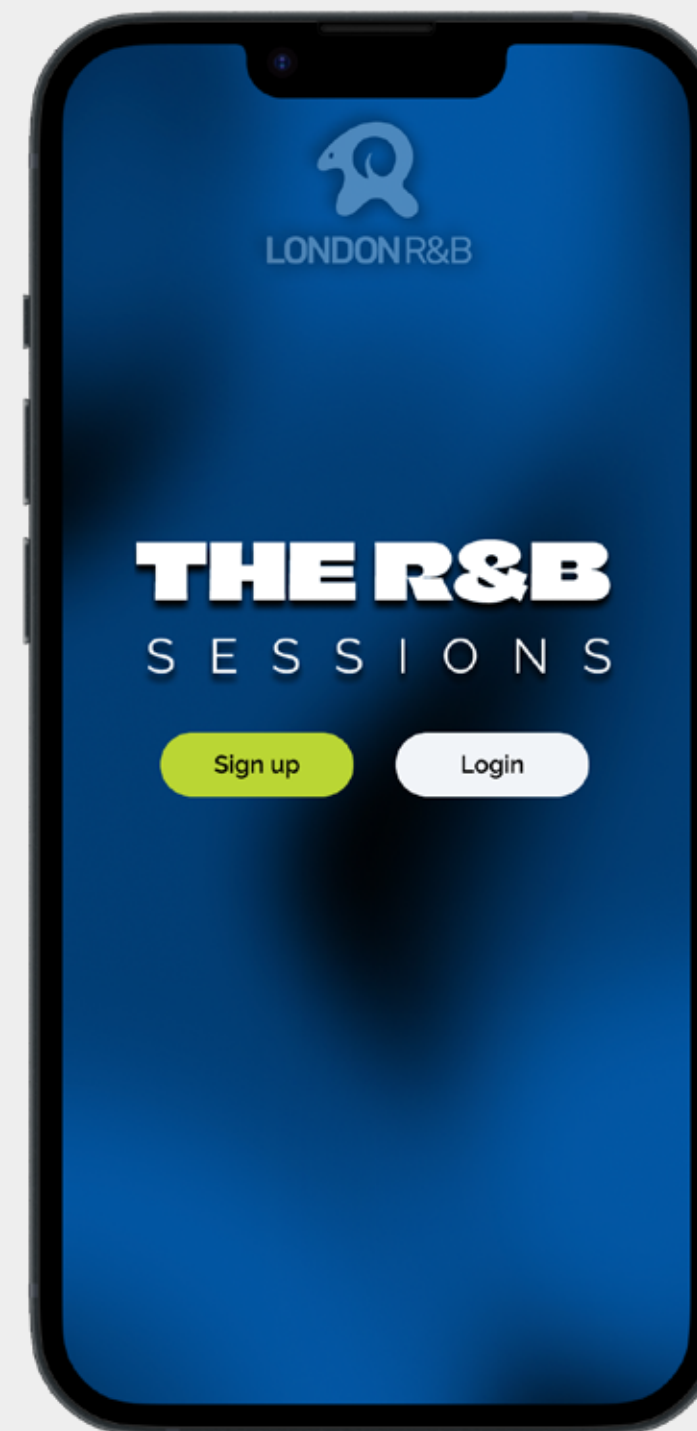
Solution

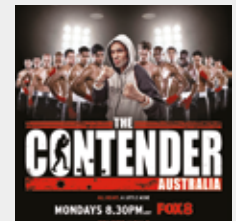
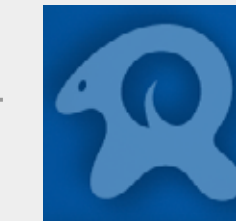
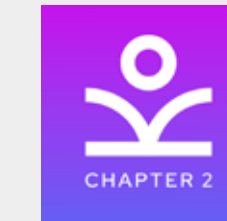
The target audience includes music enthusiasts, concert-goers, and R&B fans. The app caters to users of all ages who seek a seamless and enjoyable experience when discovering and attending music events.

Competitive Analysis: Competitors in the music app and event promotion space, were analysed such as Songkick and Spotify, with a focus on user interface, user experience, and branding. Identify opportunities for differentiation and innovation.

Creating the Music App: Wireframes and user flow diagrams were produced together with High-fidelity UI designs. I produced a working app prototype in Figma, with a starting screen animation, key screen UI designs and checkout screens.

Logo and Branding: London R&B wanted the branding to evoke a sense of excitement, vibrancy, and a deep connection to the R&B music genre and the music scene in London. Colour palette and typography recommendations were also created and a pattern guide.





→ Online Phone Directory – Experiential

× BT GROUP (FORMALLY BRITISH TELECOM)

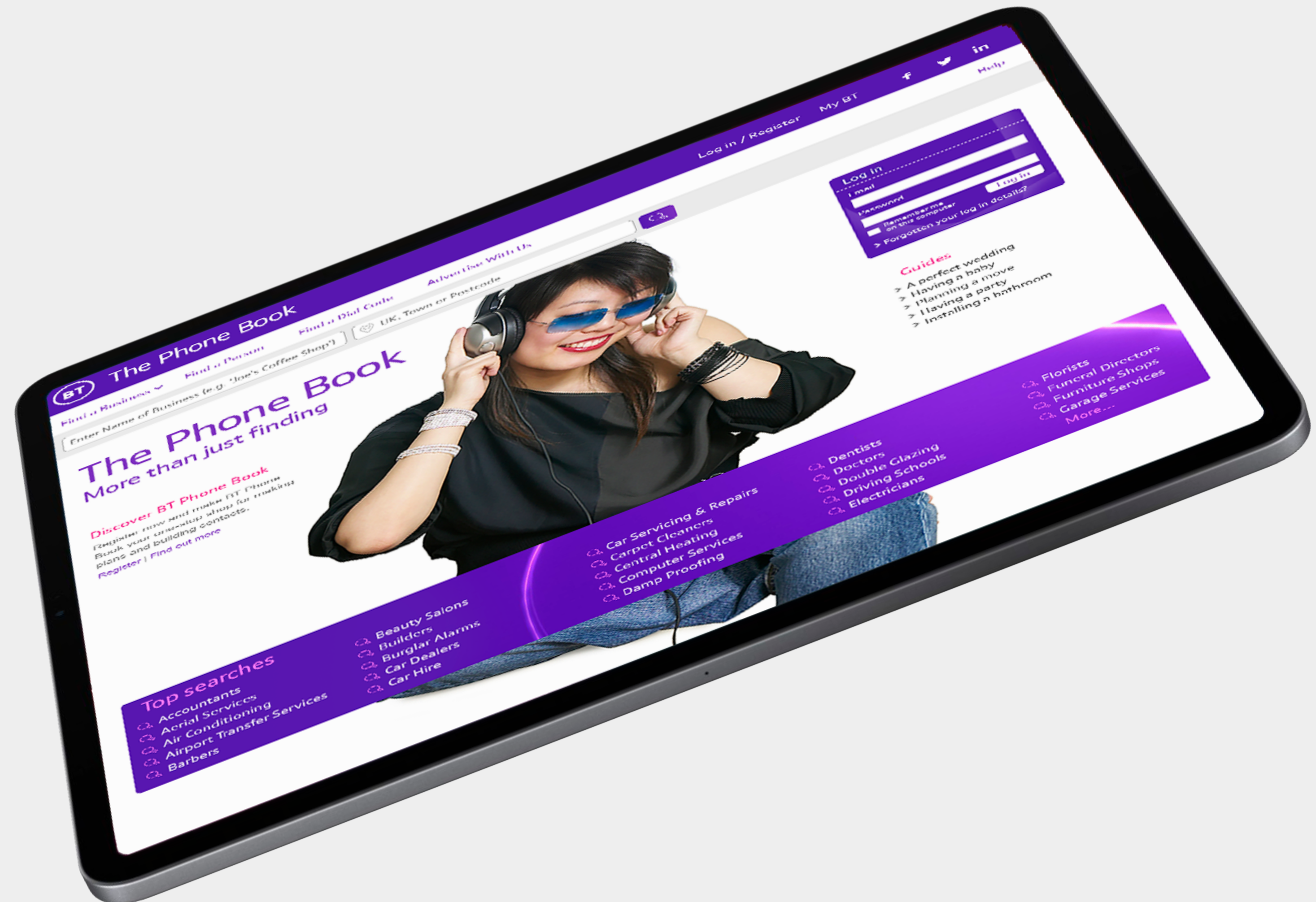
Challenge

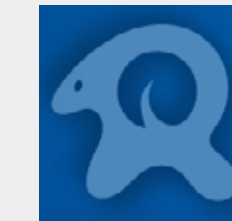
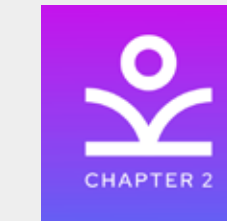
BT wanted a business directory website to help people quickly and easily find businesses, anywhere in the UK and was keen to develop engaging features that encouraged multiple return visits to the site. They needed a concept that would energise the online business directory proposition, which also had room to grow and evolve in the future.

Solution

For BT Exchanges to succeed, we felt it needed to be more than just a typical online directory. We recognised that BT Directories already provide powerful searches, but we wanted to extend the concept of the directory and give people plenty of reasons to come back to the site again and again.

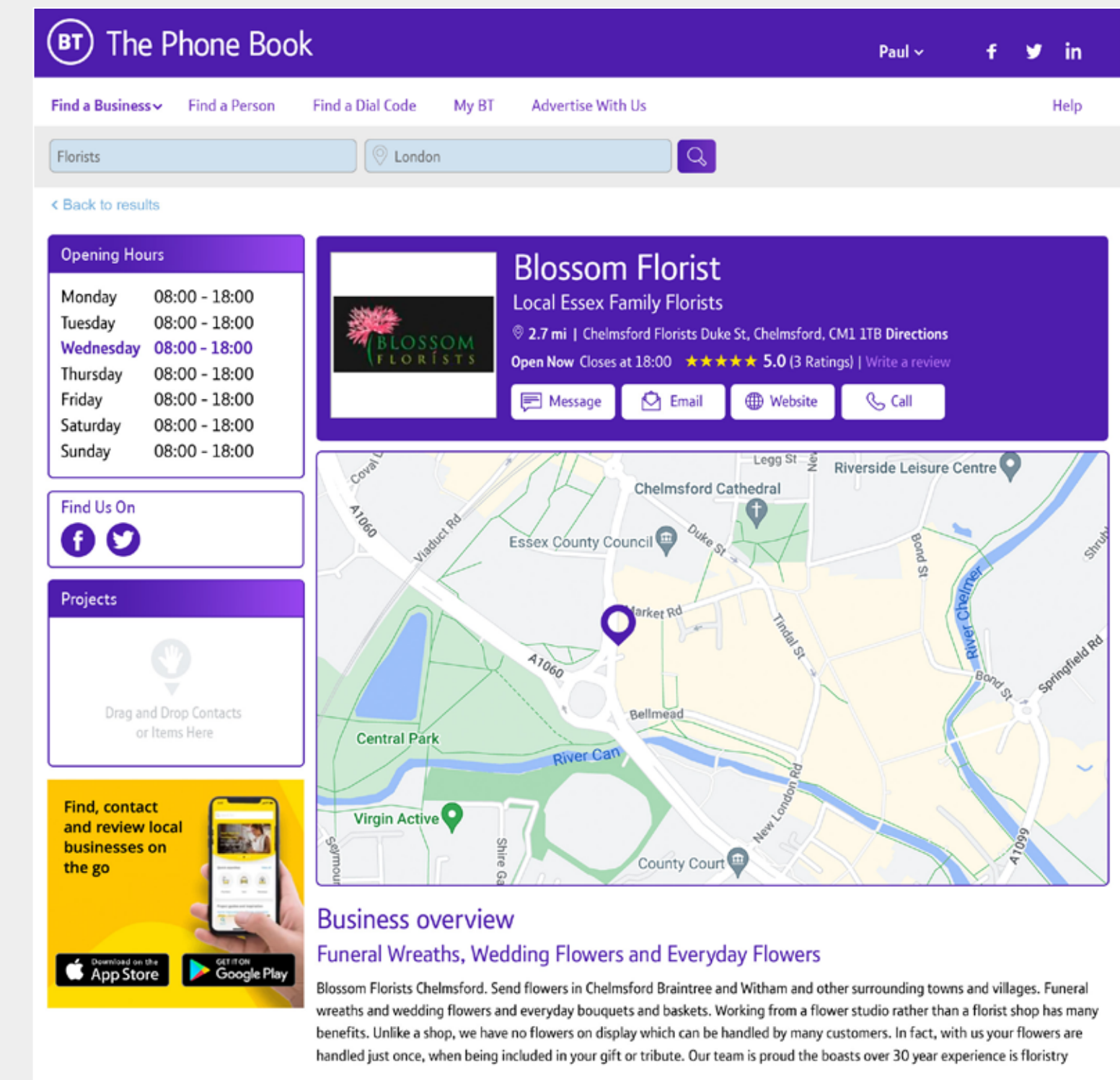
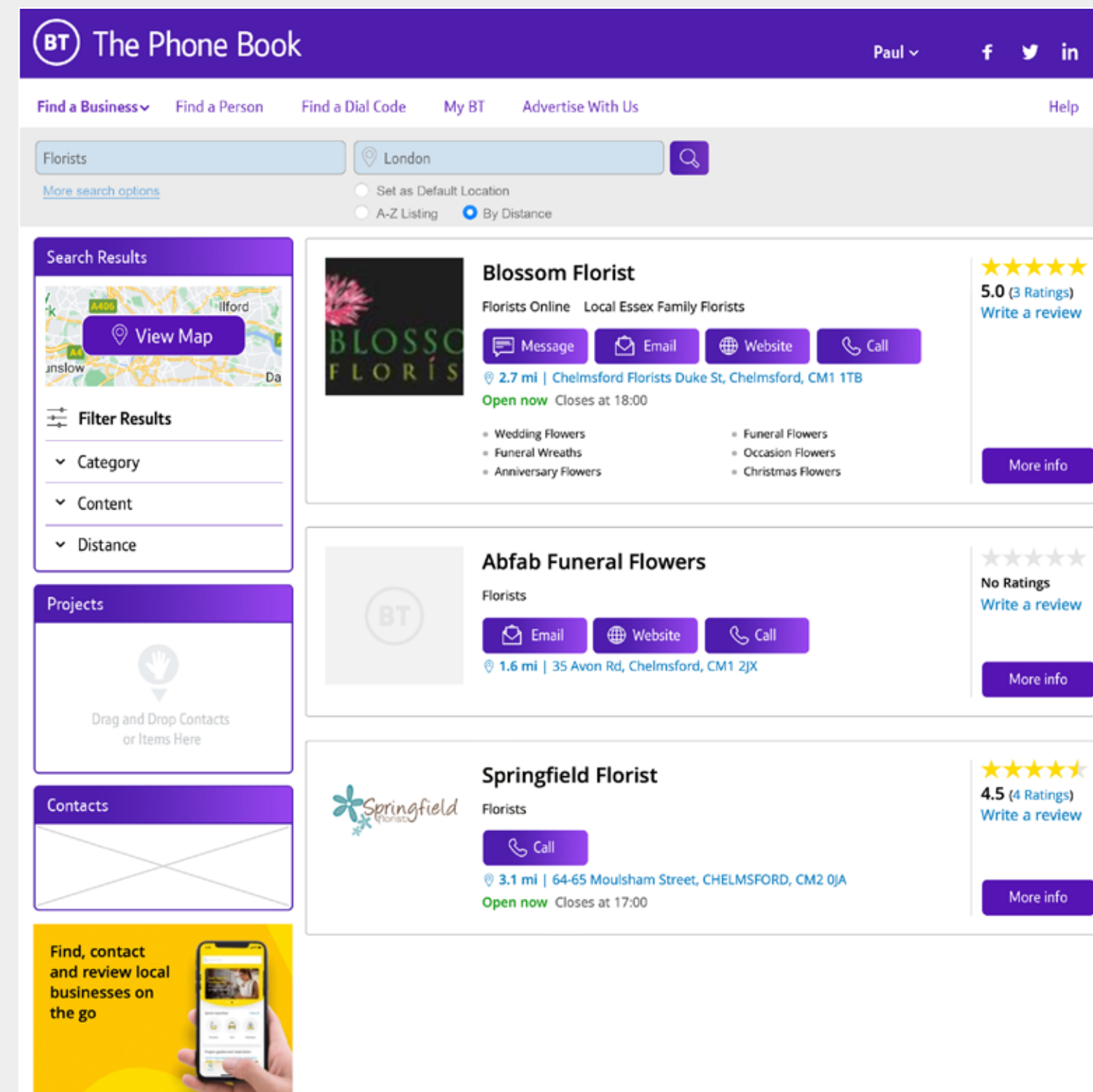
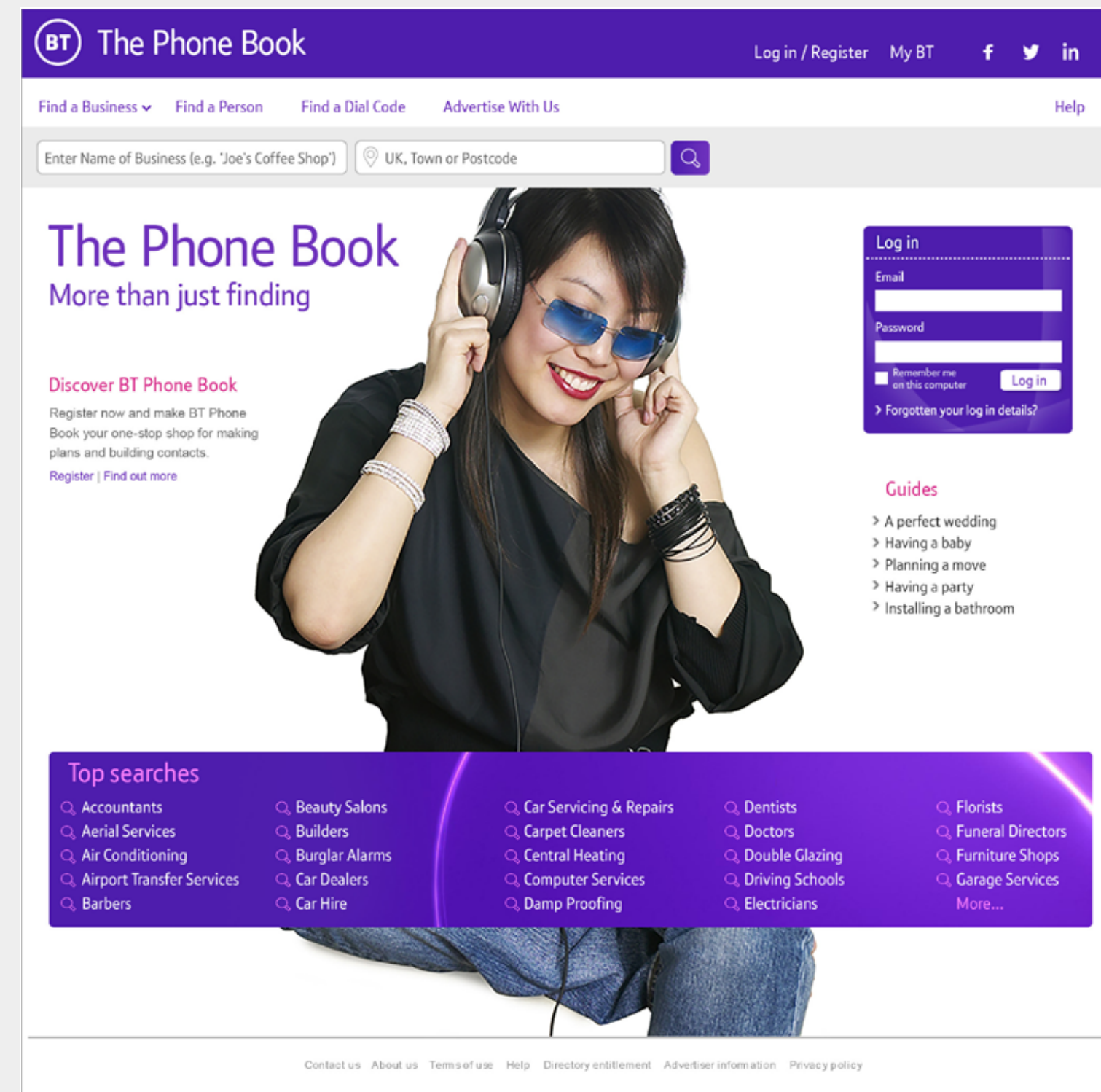
I put together a core team, which included user research experts, user experience architects, senior designers, project managers, business analysts and producers, who all worked closely with senior members of BT to deliver the project within a tight timeframe.

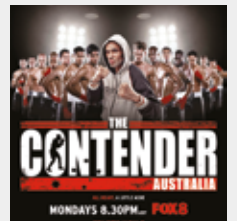
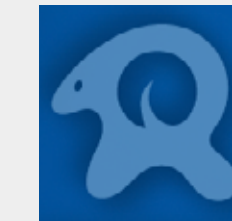
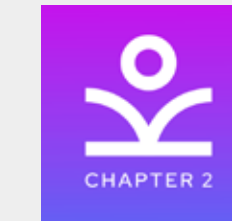




→ Online Phone Directory – Experiential

× BT GROUP (FORMALLY BRITISH TELECOM)





→ Email Campaign (and Microsite)

× MINI

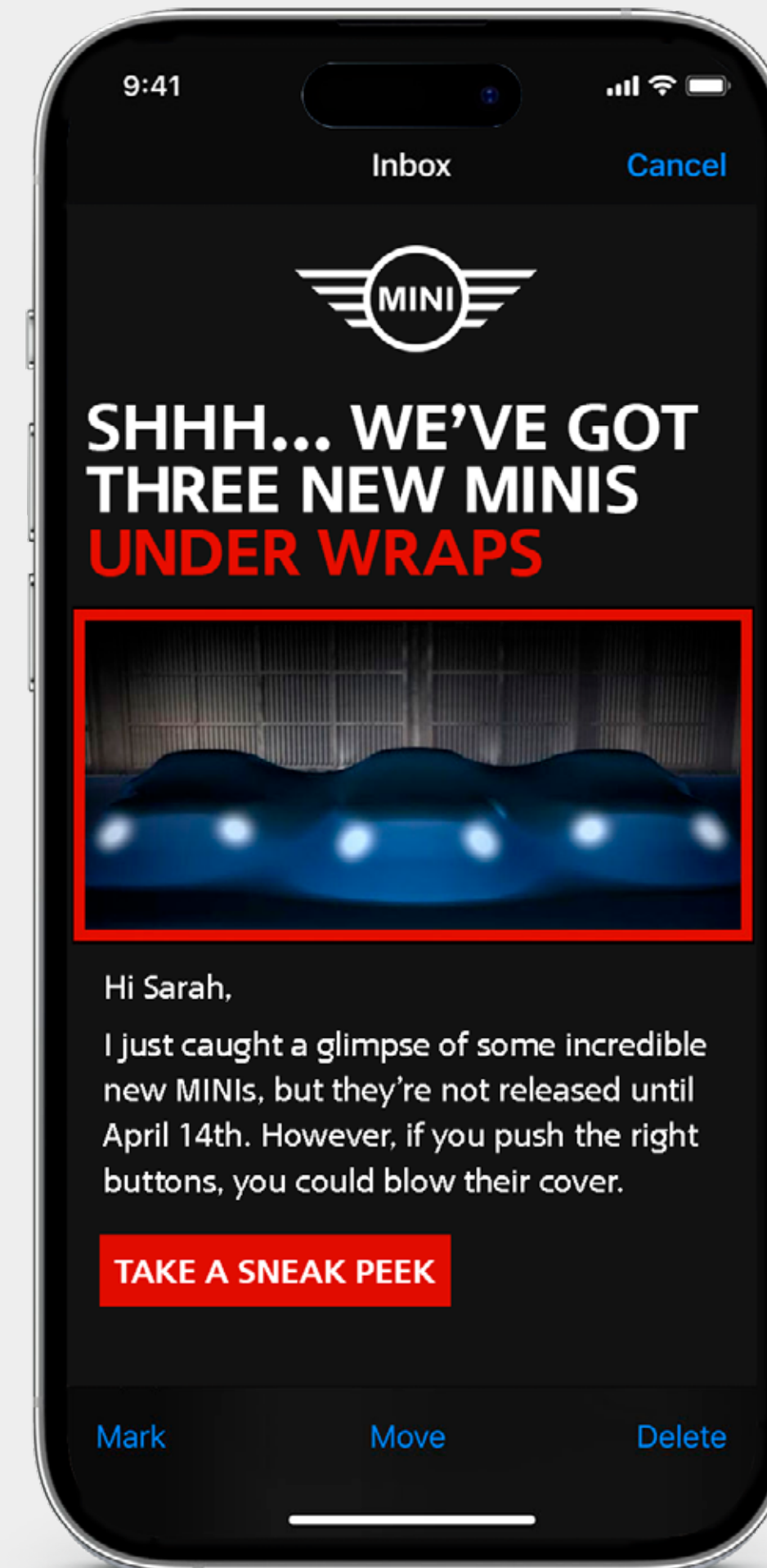
Challenge

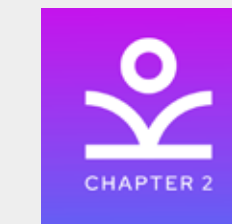
To create a teaser email and microsite in anticipation for a new range of MINIs.

Solution

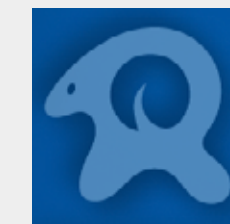
We looked at creating a bit of drama and intrigue through an email campaign as a strategy to drive people online to view the new with the new range of MINIs. Potential buyers and existing customers who were listed on the database would be emailed to be the first to see the new MINIs.

Using the established MINI guidelines, we based the concept of jokingly keeping the new range of MINIs a secret whilst making out that the viewer is privileged to be included in the big reveal. We applied the concept to the email campaign and microsite whilst featuring videos and specifications of the three new models.





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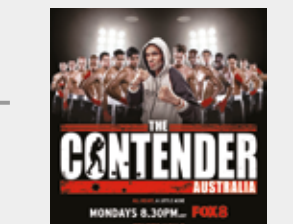
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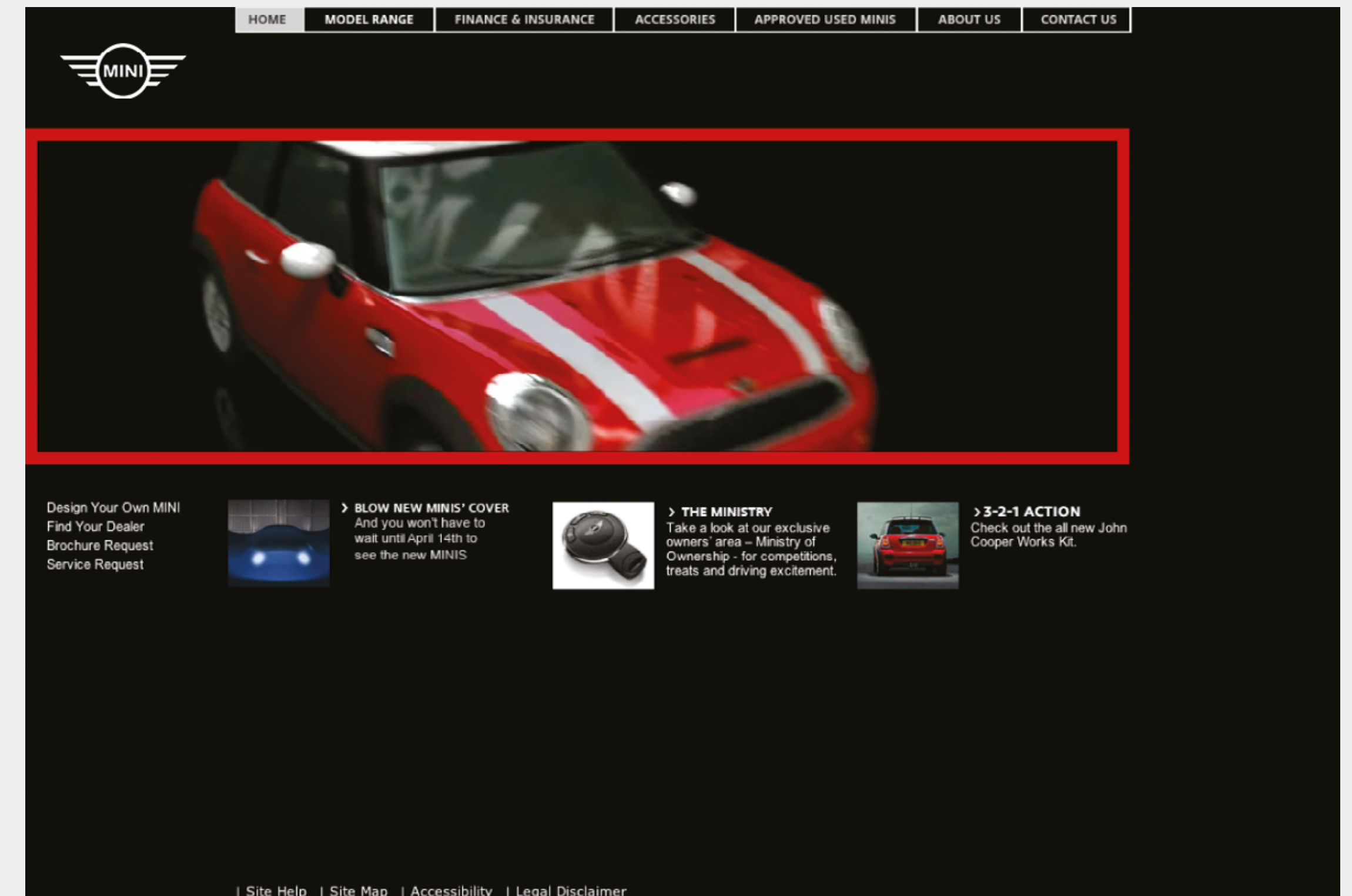
→ Promotional Microsite

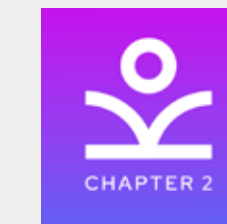
× MINI

Solution

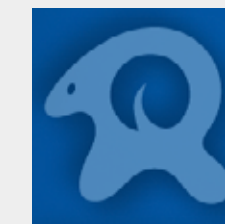
Once the view clicked through the first page, they were presented with a movie (within the red box) as the MINIs driving around a virtual black circuit.

From here the viewer would be able to design his/her own MINI with bespoke accessories or place an order.





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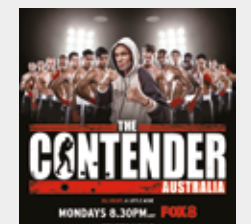
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→ The Contender – TV Series, Promotion & Digital

× FOXTEL/FOX8

Challenge

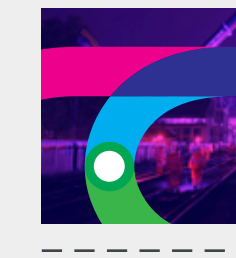
To create a promotion for the hit TV series, The Contender - Australia (FOXTEL/FOX8) to run multi-channel. A range of media used to communicate the new series of The Contender to hit Australian satellite TV. The branding from the US version was shared and adapted for the Australian audience.

Solution

Bus shelter posters, animated screens for digital venuelites (right) installed in stores and as part of a national TV promotion, along with beer coasters and traditional advertising.

The creative won a **Gold Promax Award - Best Integrated Campaign** category.

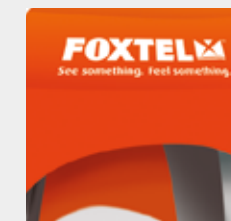




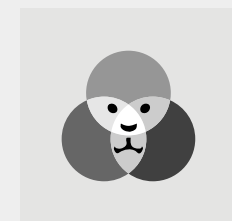
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→ Railweek – Branding

× YOUNG RAIL PROFESSIONALS

Challenge

As part of the Young Rail Professionals (YRP) initiative to attract new blood into the UK rail network, I was tasked to create a new brand for their Railweek website which promotes a week of education, exhibitions and forums every year. It was aimed at school leavers and university leavers who possess an array of skills that are suited to the rail industry. The challenge was to create a brand that was exciting, impactful and could attract young people.

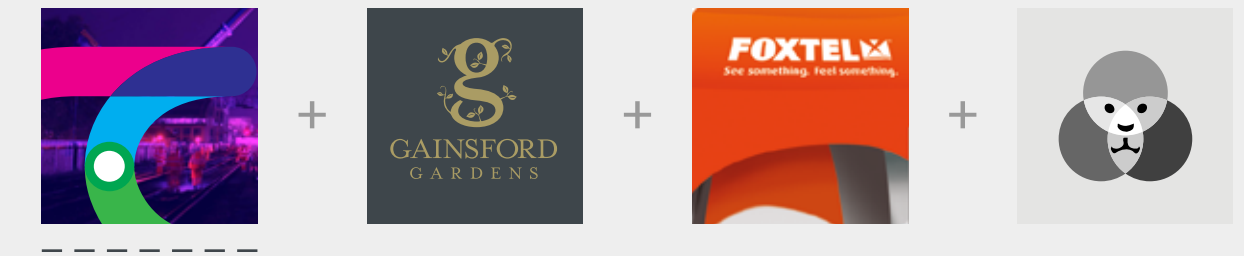
Solution

I took inspiration from rail maps, be it the UK's national rail system, the tube or international rail networks to form the letters in the logo. I included the different coloured (train) lines and circular connection points, to reflect a train map.

The date, which sits beneath the word mark, would need to be changed every year, and reflects a train station departure board (the split-flap display).

I extended the use of the coloured lines used within the logo to be a common theme within the brand to be used on posters, apps, the website and marketing material.

With a tiny budget, we created a campaign that created awareness among young people through social networks and digital advertising.



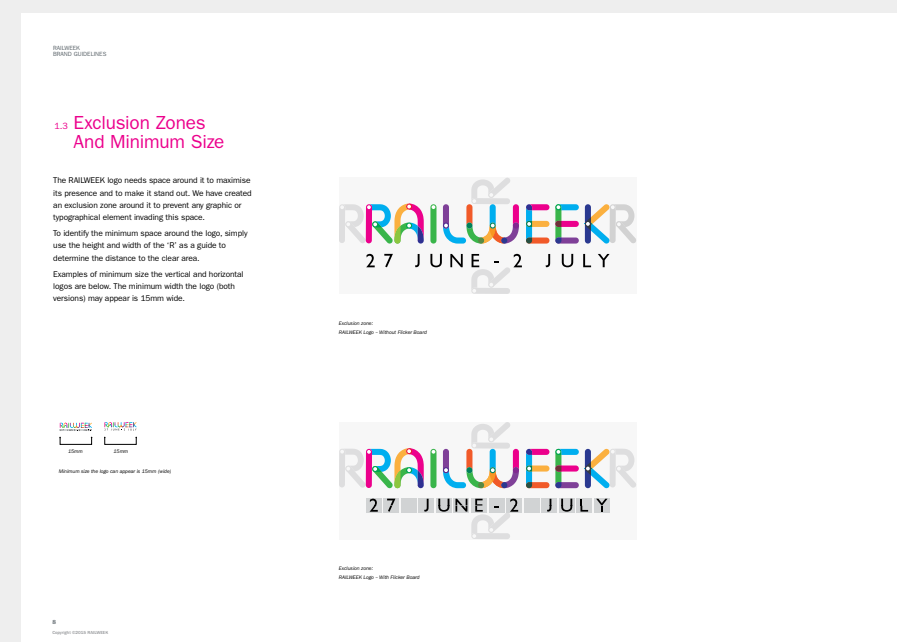
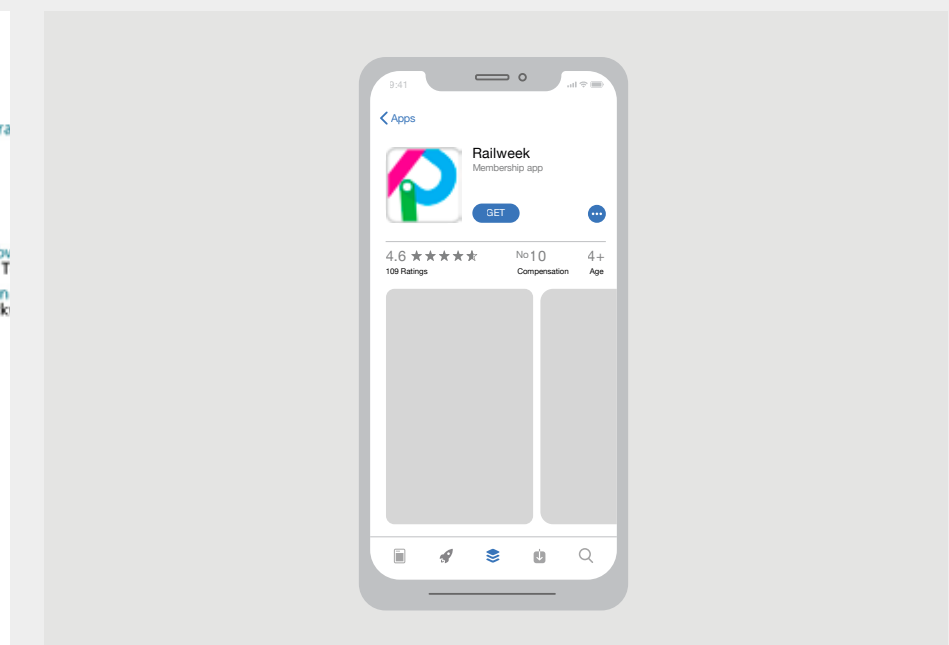
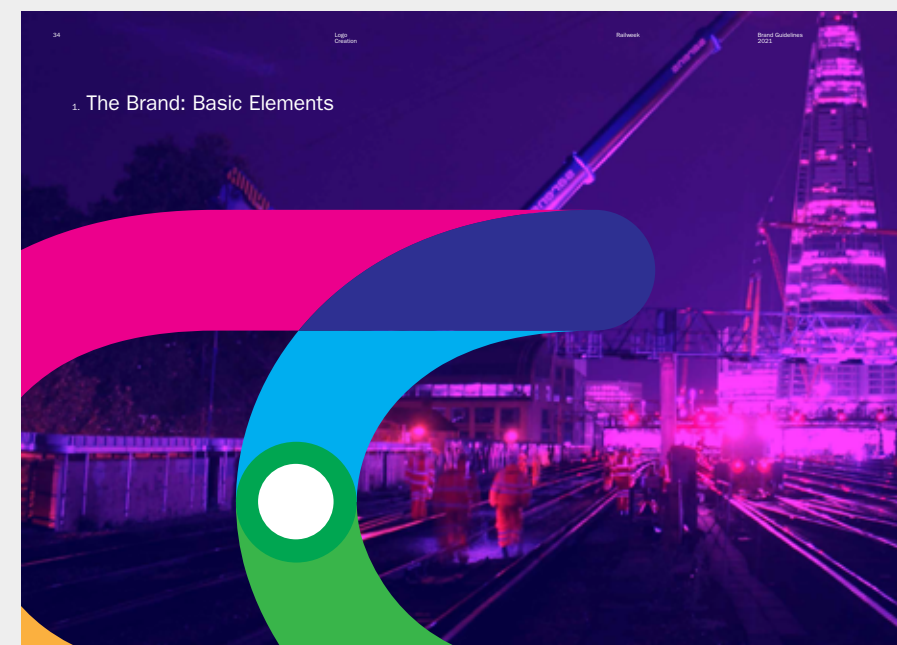
→ Railweek – Branding

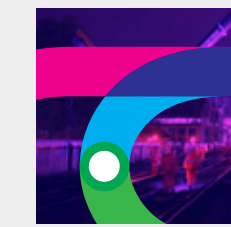
× YOUNG RAIL PROFESSIONALS

Solution

Design templates were produced to allow the client to continue creating and updating marketing material for each Railweek event as they arose. I created illustrations that showed trains traveling through countrysides which promoted cleaner energy and transport for the future. These were used in pop-up banners, brochures and other marketing material.

Students and young people were heavily featured in the advertising and websites to attract a diverse range of candidates. They were largely photographed on-site or within a life-style setting, to bring an organic, grass-root realism to the campaign.

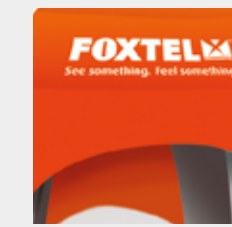




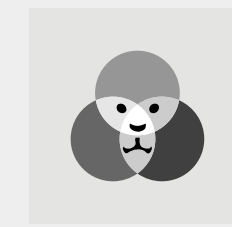
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↳ Gainsford Gardens – Branding

× SCOTT PROPERTIES GROUP

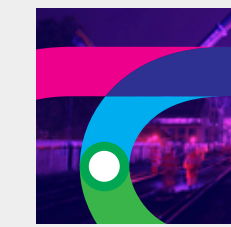
Challenge

Scott Properties is a strategic land promoter operating throughout East Anglia and the South East of England. They were building and marketing a residential complex of 30 houses which was to be called Gainsford Gardens. The target audience were retiree or those close to retirement with an above average budget. The location was to be in the leafy, sort-after area of Clacton-on-Sea which is bordered by plants and trees. The branding was to be used on brochures, outdoor hoardings, stationary and within the sales building.

Solution

I wanted to use the letter G in both 'Gainsford' and 'Garden' as an iconic emblem of the residential complex and also reflect the leafy gardens it was located in. This route aims to address the relaxing lifestyle of senior retirees: enjoyment and tranquillity. It also was to look sophisticated and classy.

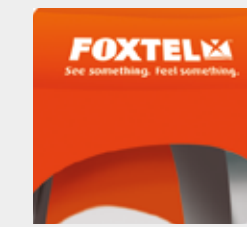




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→ Gainsford Gardens – Branding

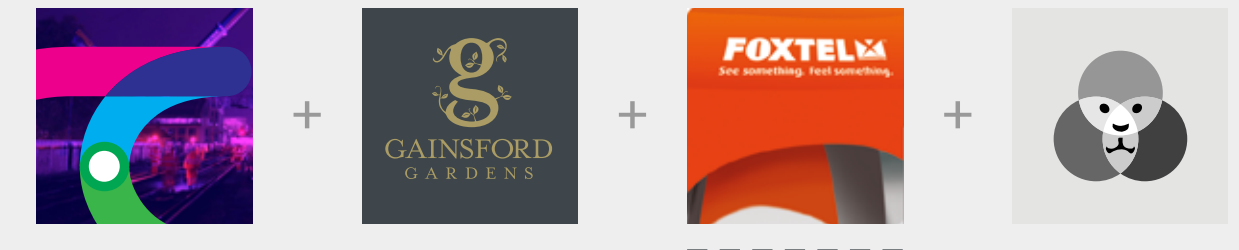
× SCOTT PROPERTIES GROUP

The Gainsford Gardens Directory

The new brand style including colours, typefaces and look was incorporated in the styling of the brochure. Interior plans were styled for consistency throughout. Maps were drawn and labelled in Adobe Illustrator from the versions supplied from the architects and styled to the brand style.

The directory was received well and clearly demonstrated the premium look and feel the client required.





→ We Love Live Football – Experiential

× FOXTEL

Challenge

FOXTEL were promoting and screening a series of events showing the World Cup (2010) Qualifiers in an outdoor venue in Sydney. We were commissioned to ideate and present ideas of how the FOXTEL brand could look at the event and how it could be promoted before and during the event.

Solution

We created the “We Love Live Football” logo as a sub-brand and how it would integrate with the FOXTEL logo and branding. We applied the branding on various merchandise to give away before, during and after games, including beer coolers, hacky sacks, footballs and hand signs. During game we promoted the football event giving away half-time oranges with branded stickers. The advertising even extended mens’ urinals, where a miniature goal and football were to be placed inside the basin.

We love live football logo device

Apply as branding on various merchandise to give away before, during and after games. Use as a tagging device for marketing materials associated with world cup qualifiers

Apply online as an interactive flash graphic that zooms out of the page and disappears when user navigates to a microsite or FOXTEL football page.

Apply on TV graphics in the same manner or as stamp. As in recent TVC where the passport gets stamped with FOXTEL/AUSTAR brand.

Early targeting

Letting customers know early that events are on at the ground that could make their day out even bigger and better.

Target using TVC, billboards, the FOXTEL website, independent microsite and via DL insert when customers receive their tickets in the mail.

At the ground continued

- Oranges (The fruit). At half time. Football players used to get oranges at half time for refreshment. The stickers on the oranges can be FOXTEL branded. The colour Orange reinforces the brand and the fruit give a positive/healthy image.
- Programmes. Could contain information about the Socceroos players and the opposition. Also contain information on signing up to FOXTEL and getting it installed so fans can continue to follow the Socceroos progress.
- Branding on the cardboard drinks carriers (which are usually cardboard coloured) and/or the cardboard drinks cups (Need to check to see if they are cardboard or plastic).
- FOXTEL branded Poster advertising along the perimeter of the pitch.

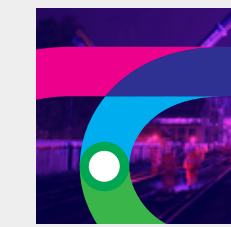
FOXTEL Dome environment

Free give aways

- Show bags for kids
- Placards for supporting during the game
- Signed player merchandise
- Footballs
- Sports bags
- Inflatable balls/world cup replica
- Whistles on lanyards
- Big foam hands
- Hacky sacks
- Transfers (temporary tattoos)
- Keyrings
- Badges
- Stubby holders
- Stickers! Stickers! Stickers!

Extra 'around the ground' placements

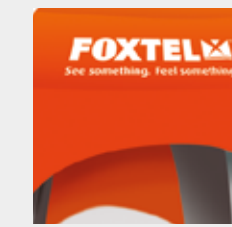
- Advertising boards around ground perimeter
- Scoreboard
- Toilets
- Buses going to the event
- Ping pong balls in urinals



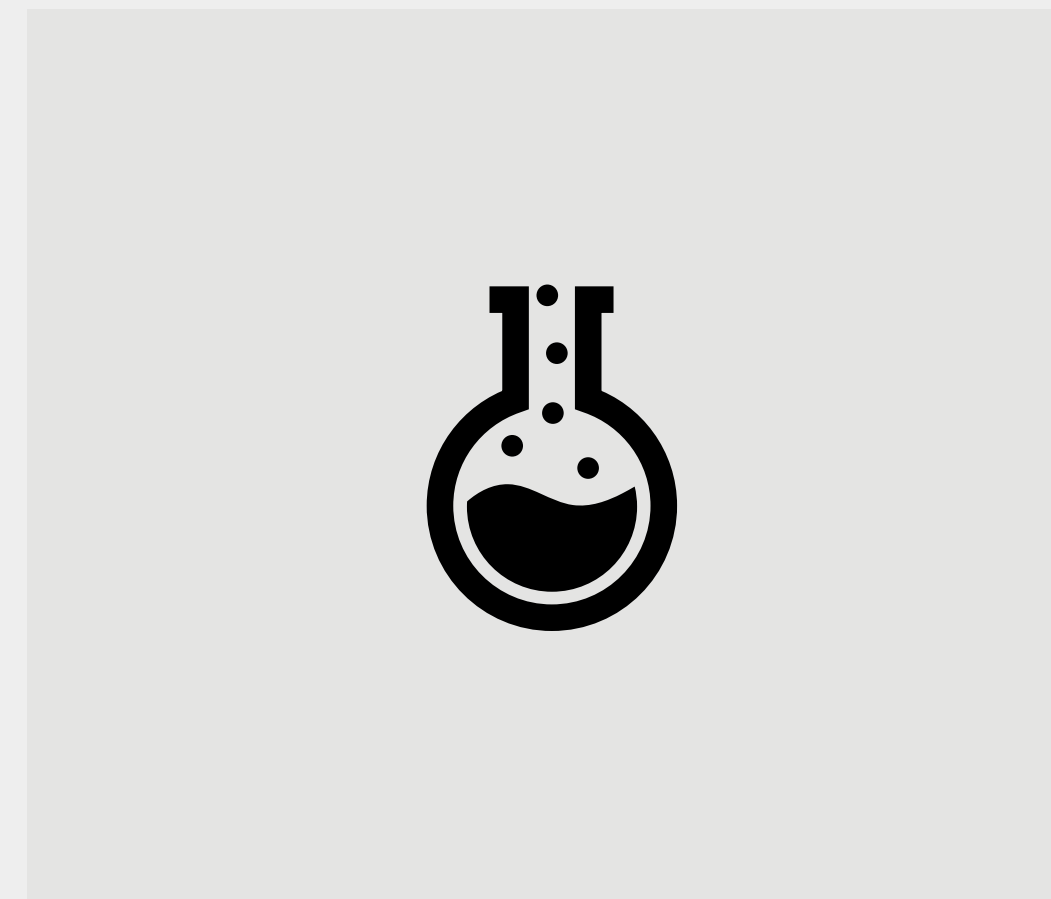
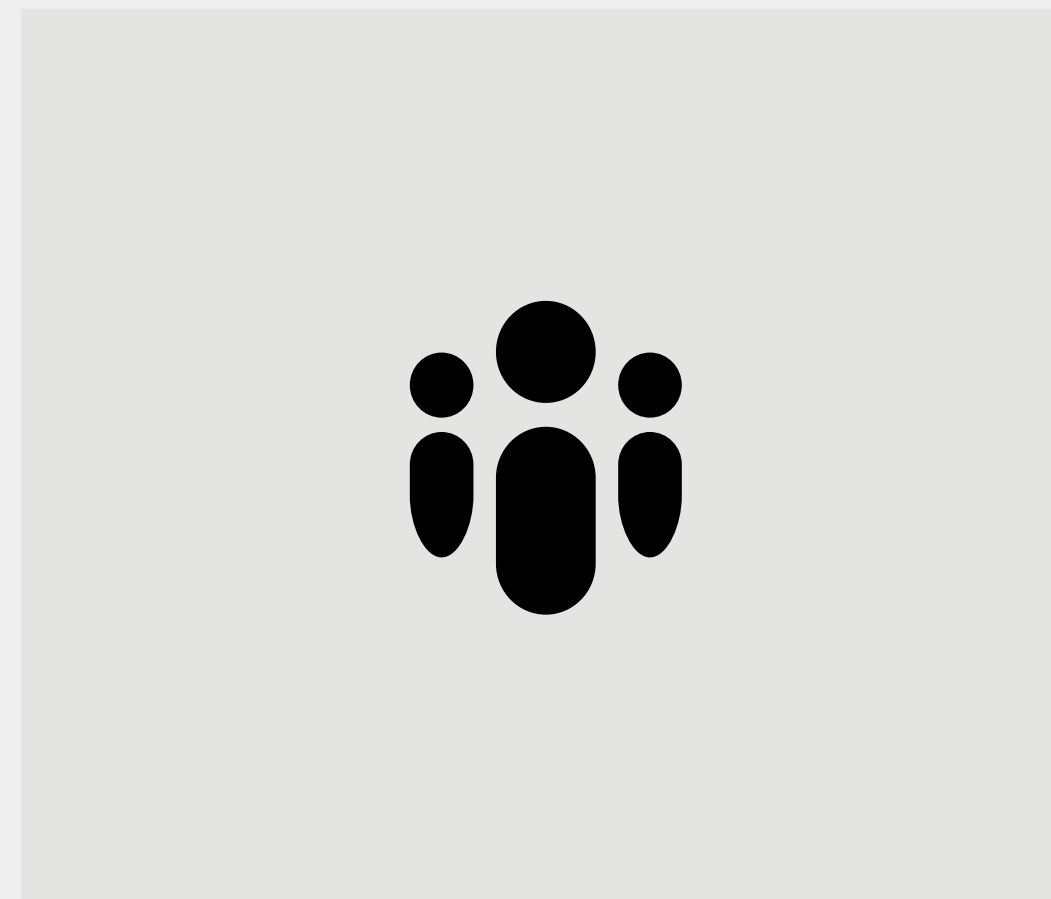
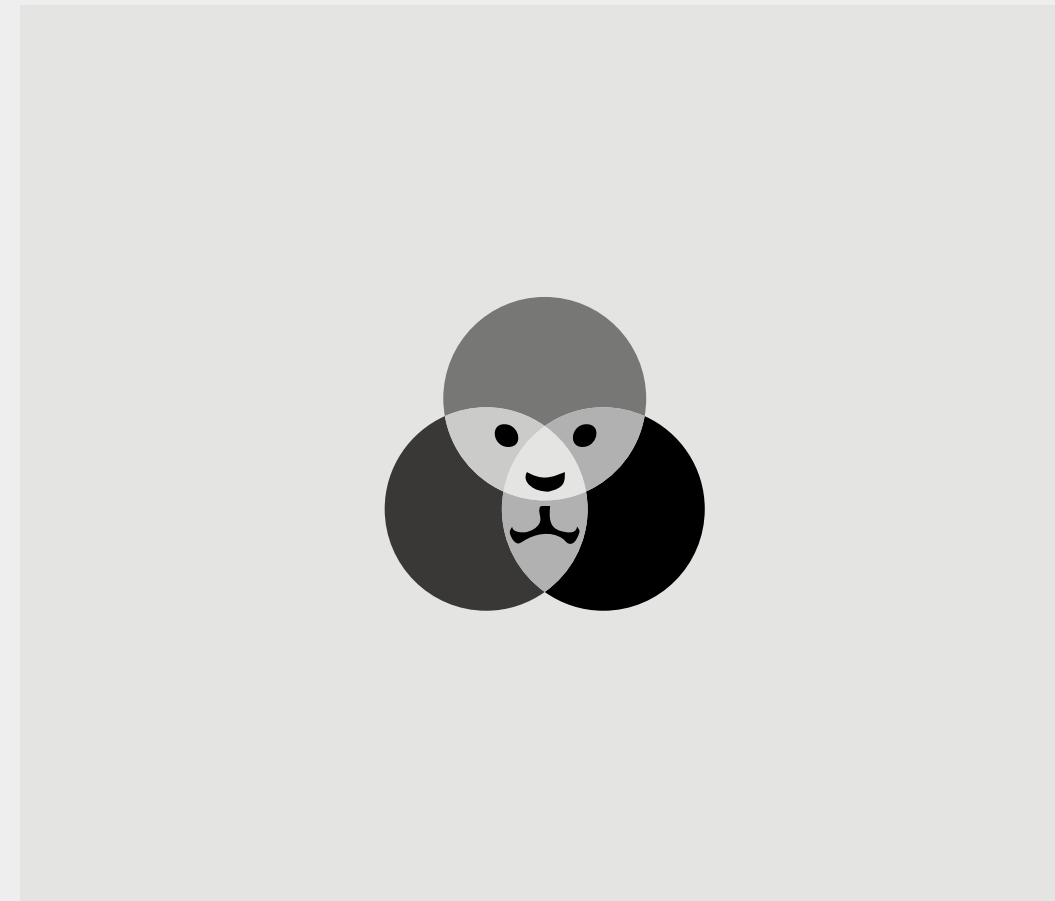
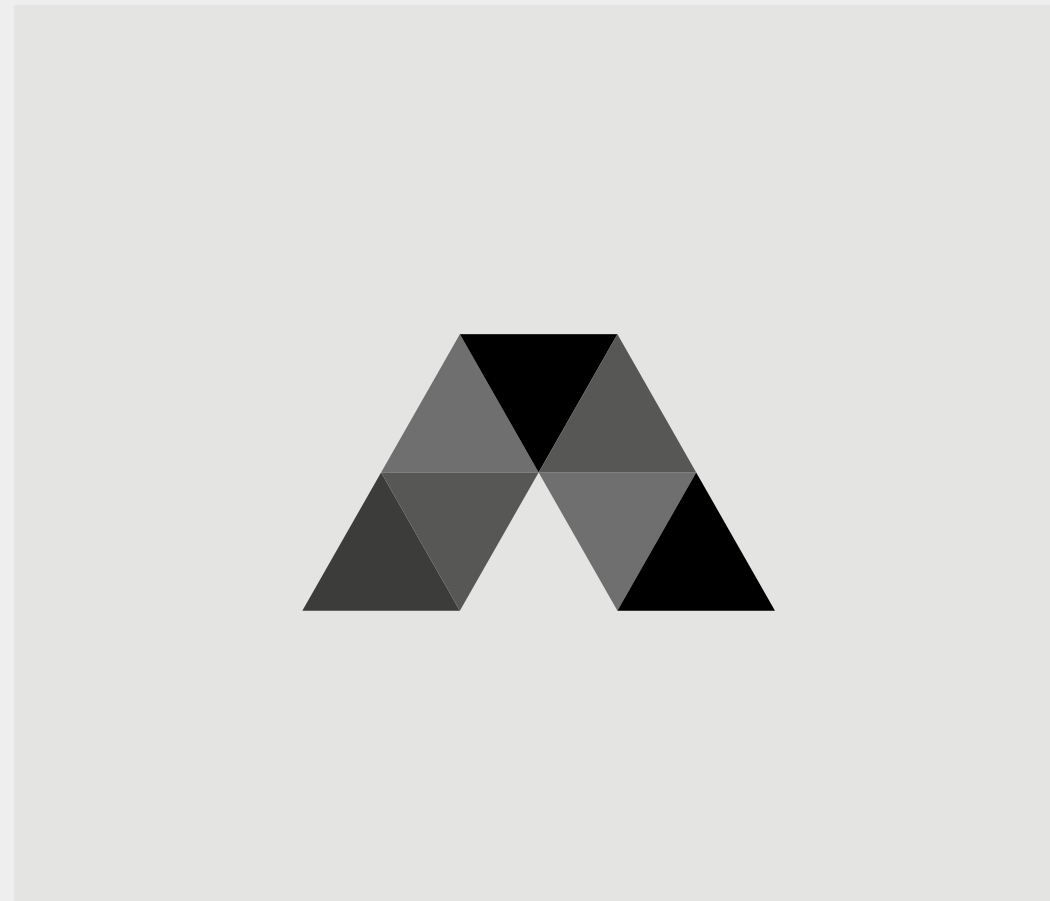
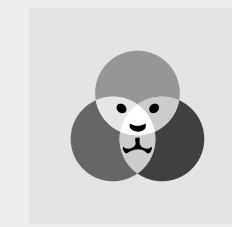
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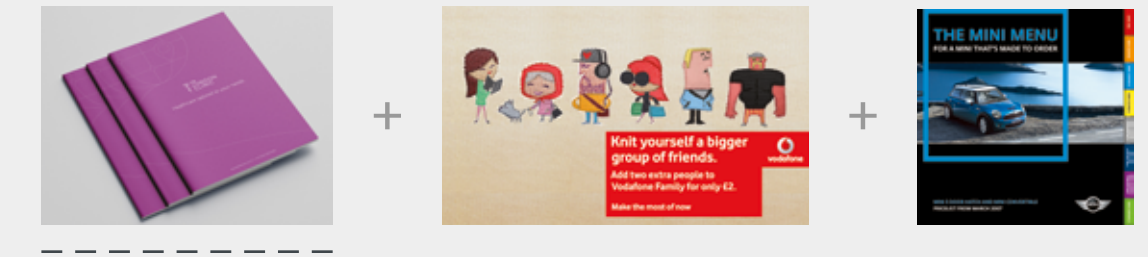


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⇒ Company Quality Report

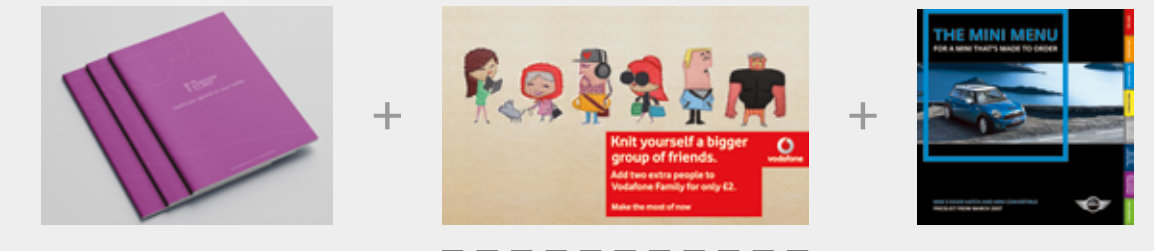
× THE LONDON CLINIC

Challenge

Every year, The London Clinic is required to produce a Quality Report, which is part of the Care Quality Commission. Inside are details about various patient surveys, monies earned and spent as well as new investments and purchases to make the hospital more competitive. In 2022, The London Clinic changed its logo, typefaces and overall branding. I was tasked to create a new, vibrant Quality Report to showcase the new branding and direction.

Solution

I wanted to give people a reason to pick up the new report and be wowed by the new branding. The colours were more vibrant and with the introduction of new styled-icons I was able to push the new direction, which received positive feedback and endorsements by the board of directors.



↳ Direct Mail Pitch

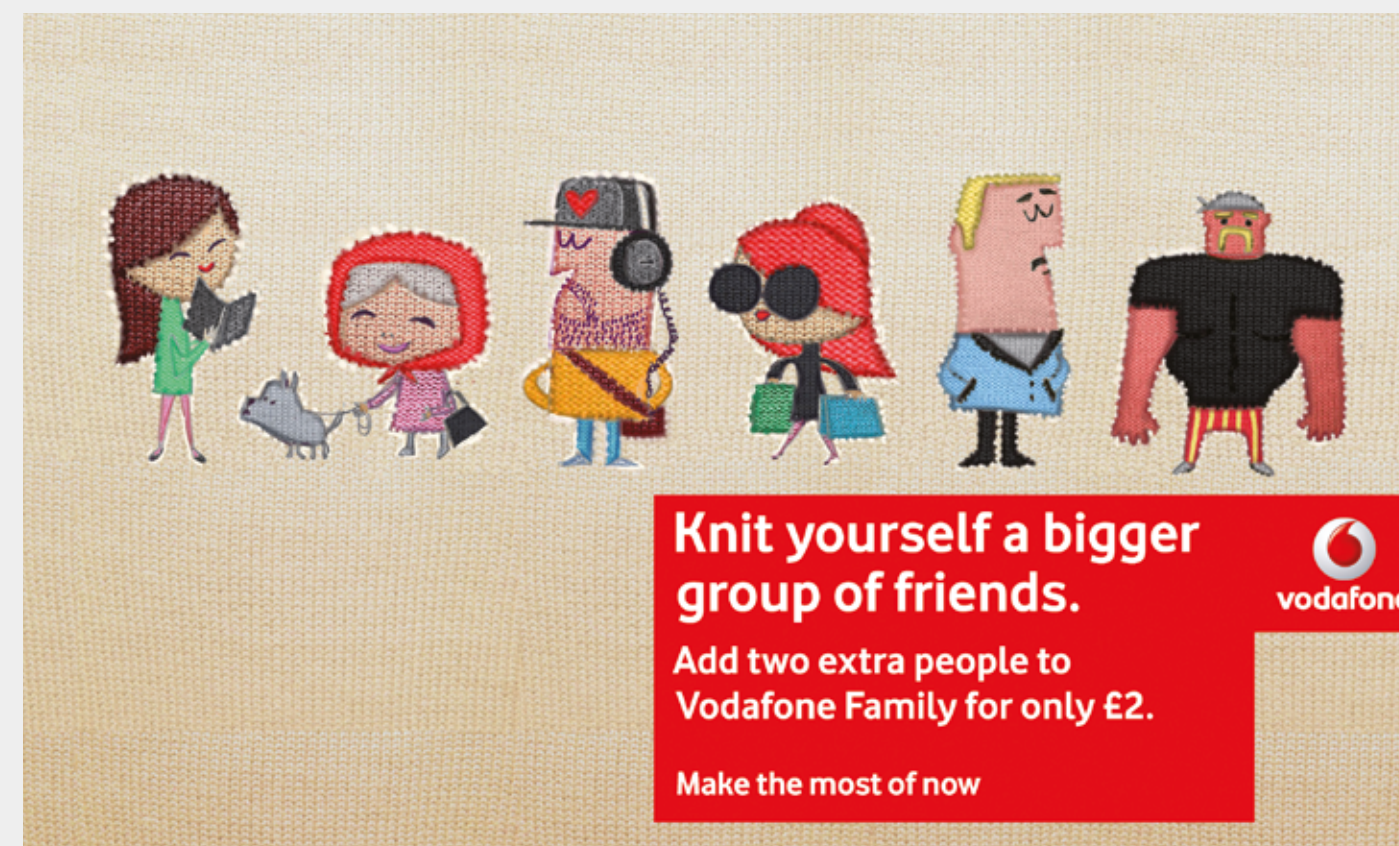
× VODAFONE

Challenge

At M&C Saatchi (LIDA) we were invited to pitch for direct mail for Vodafone. The brief was to communicate an offer to existing customers, for them to be able to add extra friends and family for a small monthly fee.

Solution

The strategy was to highlight the benefits of increasing their circle of friends (regularly used phone numbers) and start saving instantly. The idea was about connecting and joining together a circle of friends and family and be rewarded. To reflect the fun, social nature of forming friends, knitting and weaving friendships into a fabric became the memorable and quirky application to convey this.



Add £2. Add 2 friends.

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→ The MINI Menu – Pricelist

× MINI

Challenge

To create a pricelist for MINI using the established brand guidelines and display the technical information in a clear and appealing way. The pricelist was to offer the prospect buyer add-on options to build a MINI with specifications which are tailored to their needs.

Solution

We came up with the concept: "The MINI Menu – For a MINI that's made to order" which references an order for a take-away meal, to inject a bit of fun and quirkiness to the brochure.



OPTIONAL EQUIPMENT	
<p>THE MAGNIT ALIT LA FEUI TINCIDUI TIS DO ODIAM, QUAT. UT LA FACIL DIGNA AT NONSE MING EROSITIS AD DOLORE EX ESTIO CONSENDIO DOLUM DOLESE.</p>	
<p>MINI COOPER S OPTIONAL EQUIPMENT</p> <p>Participatory</p> <ul style="list-style-type: none"> Windsor Paint £280 Clusia Leather Key Signatory Includes Luggage Support £380 Leather Gravel/Punch Includes Luggage Support £550 Leather Gravel/Punch Upgrade in Combination with a Chk Pack £550 System Upgrade Includes Luggage Support £1150 Leather Lounge Upgrade in Combination with Chk Pack £750 <p>Transmission</p> <ul style="list-style-type: none"> Automatic 6-Speed Gearbox £1060 (from £1000) <p>Transmission</p> <ul style="list-style-type: none"> Dynamic Stability Control (DSC) Includes 200cc Sports Suspension £130 	<p>Wheels</p> <ul style="list-style-type: none"> 18" Bridge Spoke Light Alloy Wheels with Run Flat Tyres £460 18" 5-Spoke Rotator Light Alloy Wheels with Run Flat Tyres £170 17" Chrome Spoke Light Alloy Wheels with Run Flat Tyres £190 17" Crown Spoke Light Alloy Wheels with Run Flat Tyres £230 17" Mesh Spoke Alloy Wheels with Run Flat Tyres £130 Alloy Wheels in White £0 <p>Exterior</p> <ul style="list-style-type: none"> Exterior Mirror Pack £160 Heated Windscreen Washer Jets £40 Stable Brake Discs £0 Comfort Access System £330 Road and Mirror Caps in Black or White £0 Road in Body Colour £0 Mirror Caps in Body Colour £0 Mirror Caps in Chrome £50 MINI Roof Rack Straps White or Black (2016 available with White or Black Roof) £60 Chrome Line Exterior £80 Standard Rear Windows £130 Panoramic Glass Sunroof - Electric £670
<p>Interior</p> <ul style="list-style-type: none"> Blind Spot Monitoring £170 Head-Up Display £250 Passenger Seat Height Adjustment £50 Chrome Line Interior £100 Stability Pack £220 Auto Dimming Interior Rear View Mirror £100 Blind Spot Detection £150 Storage Compartment Pack £90 Seat Heating for Driver and Front Passenger £200 Warning Triangle and First Aid Kit £40 Blind Spot Pack £20 Chlorine Line £90 Interior Trim - Plaid Silver or Raven Black £40 Interior Trim - English Oak £140 Interior Trim - Brushed Alloy £90 	<p>Exterior</p> <ul style="list-style-type: none"> Blind Spot Control £230 Front Fog Lights £90 Rain Sensor and Automatic Lights On £85 Bi-Xenon Headlights £460 Manual Air Conditioning £660 Automatic Air Conditioning £890 18" Road Control £100 Interior Lights Pack £110 <p>IT</p> <ul style="list-style-type: none"> TV Function for Navigation System £210 Navigation System £1100 Steak Control £200 Bluetooth Preparation £170 USB System £200 MINI Hi-Fi Loudspeaker System £130

STANDARD EQUIPMENT	
<p>THE MAGNIT ALIT LA FEUI TINCIDUI TIS DO ODIAM, QUAT. UT LA FACIL DIGNA AT NONSE MING EROSITIS AD DOLORE EX ESTIO CONSENDIO DOLUM DOLESE.</p>	
<p>MINI COOPER S EQUIPMENT</p> <p>Light</p> <ul style="list-style-type: none"> Anti-Lock Brake System (ABS) Central Locking - Automatic at 10mph Automatic Stability Control 3 (DSC) (DSC) Corner Braking Control (CBC) Crash Sensor Disc Brakes All round - Ventilated at Front Electronic Stability Distribution (ESP) Head Lamps - Front and Rear Rear Fog Light Roll-over Protection (ROPS) in place of MINI Mobility System Passenger Airbag Deactivation Run Flat Indicator (RFI) Side Skirting - Driver and Front Passenger Speed Adaptive (SA) - Driver and Front Passenger Three-Point Safety Belts with Pretensioners 	<p>Exterior</p> <ul style="list-style-type: none"> 18" Light Alloy Wheels - 1-Winler 6 Speed Manual Gearbox Automatic Rain Sensor Chrome-Plated Side Indicator Grilles with 'S' Logo White Indicators Chrome-Plated Door Handles Chrome-Plated Front of Cap Chrome-Plated Tailgate Handle Powerwindows Electric Door Mirrors Front and Rear Bumpers Engine Cover in Body Colour Standard Front Mirrors Specific MINI Cooper S Roof Spoiler in Roof Colour Tailgate Handle in Body Colour Roof Spoiler in Roof Colour Roof Rails Light Tinted Glass White or Black Contrast Roof and Door Bumpers Trim Chrome Exhaust Pipe Trim Knurl Turbo Charger
<p>Interior</p> <ul style="list-style-type: none"> Sport Seats - Front Alarm (Theft Alarm - CAT1) Black 3-Component 3-Door (2016) CD Change Preparation CDs CHECKED Cupholders - Front and Rear Digital Clock Easy Entry Function Electric Front Windows, Framework Electronic Power Assisted Steering (EPAS) Driver Side Height Adjustable Driver's Seat ISO-FIX Child Seat Attachment Radio BOOST with Single CD Remote Central Locking Rin Counter with outside temperature display Steering Column Sport Button Steering Column - height and length adjustable Leather Steering Wheel and Gear Knob Wheels and Frontend Covers in Standard Steel 	<p>MINI COOPER S EQUIPMENT</p> <ul style="list-style-type: none"> 18" Light Alloy Wheels - 1-Winler 6 Speed Manual Gearbox Automatic Rain Sensor Chrome-Plated Side Indicator Grilles with 'S' Logo White Indicators Chrome-Plated Door Handles Chrome-Plated Front of Cap Chrome-Plated Tailgate Handle Powerwindows Electric Door Mirrors Front and Rear Bumpers Engine Cover in Body Colour Standard Front Mirrors Specific MINI Cooper S Roof Spoiler in Roof Colour Tailgate Handle in Body Colour Roof Spoiler in Roof Colour Roof Rails Light Tinted Glass White or Black Contrast Roof and Door Bumpers Trim Chrome Exhaust Pipe Trim Knurl Turbo Charger



↳ Magazine Adverts

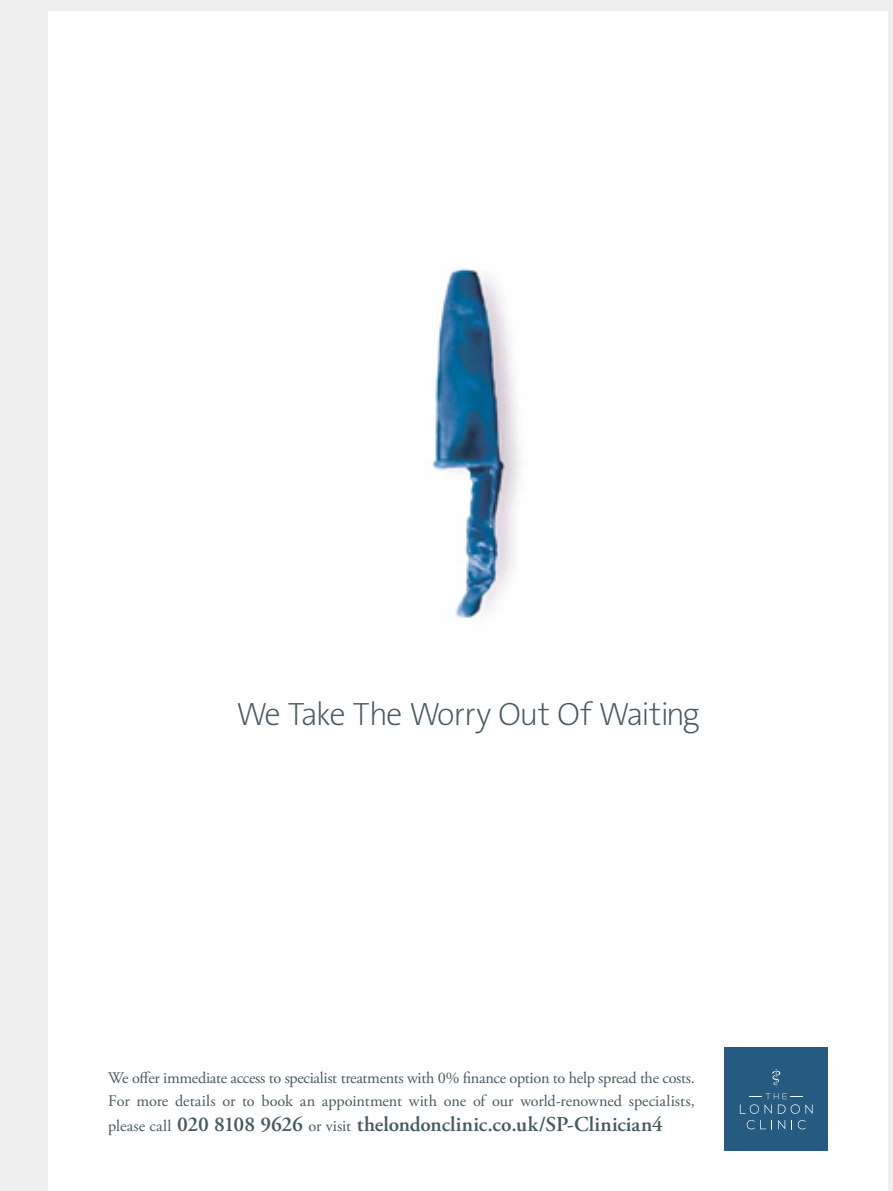
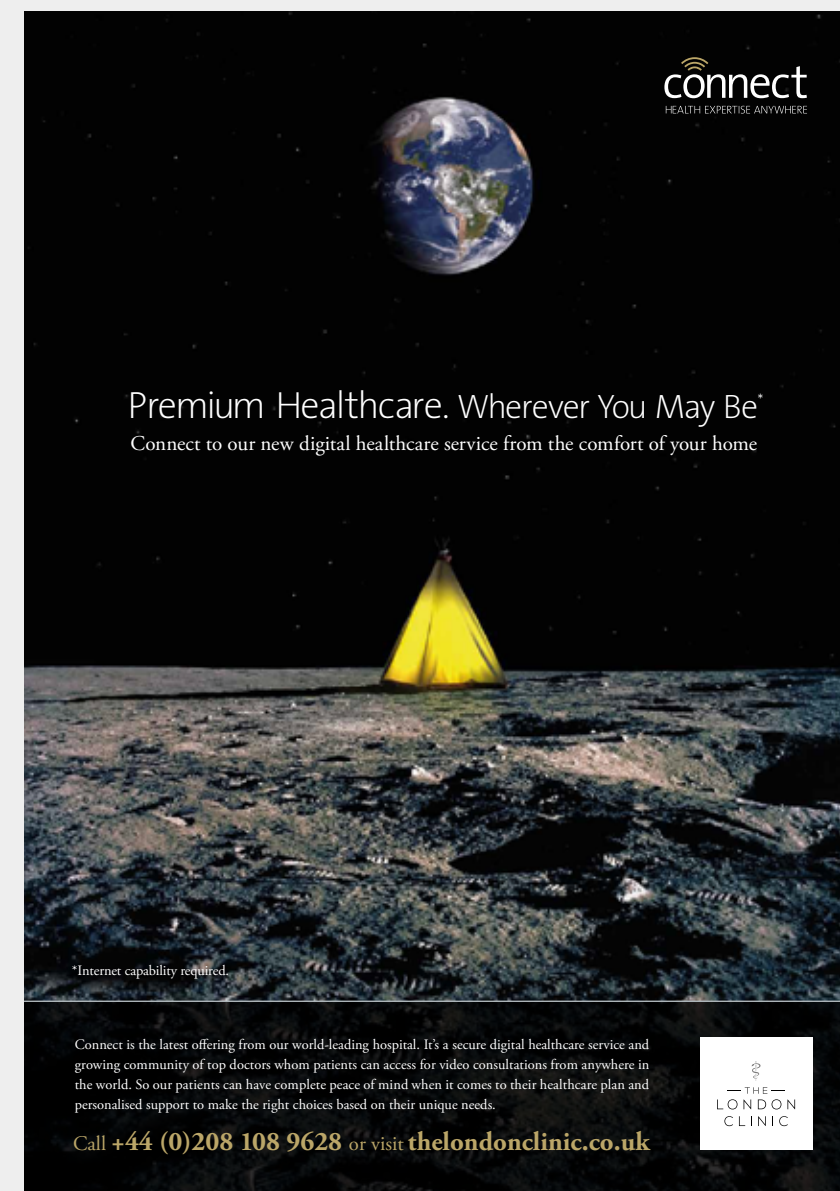
× THE LONDON CLINIC

Challenge

The London Clinic is a leading private hospital in London that offers a range of services to both UK and international patients. Promoting a range of services to new and existing patients, GPs and specialists through magazine and newspaper advertising, is an important part of their brand activation.

Solution

Examples of some of the adverts (on the right) include for a new video portal called "Connect", that connects patient's directly to specialists, adverts promoting specific services such as digestive health, and self-pay.





↳ Employers Choice – Advert

× VIRGIN MOBILE

Challenge

The brief was to create a recruitment campaign to attract a specific kind of talented person for employment positions at Virgin Mobile. It was important to underline that Virgin Mobile, as a company are proud to challenge the status quo and want to attract new blood, who also feel they do things differently.

Solution

This advert centres around the idea of going against the grain and moving away from 'the herd'. The white footsteps move away from the over-trodden ground towards the Virgin Mobile Logo. As they traverse across the page, the prints emulate somersaults and walking on hands, to reflect an ideal candidate with difference and flair.





Curriculum Vitae

DAVID EDWARDS

01

Professional Titles Art Director/Senior Digital Designer (UI, UX)/Senior Designer/Creative Lead

Skills **Digital:** User Interface Design (UI) and User Experience Design (UX)
Print: Branding, advertising, creative design, POS, direct mail, campaign, typography
Soft Skills: Creativity, versatility, digital and print experience (integrated), team management, mentoring, conceptual, pioneering, problem-solving, leadership experience, client-facing, strategic, can-do-attitude

Personal Website chimera-design.com
Experience United Kingdom & Australia

- Employment**
- **Founder/Creative Director at Chimera Design, UK (01/06/12 - Present)**
Mazda, Mitsubishi, Volvo, The London Clinic, Opus Nebula, NHS
Experience working across multiple sectors, delivering design and marketing solutions for point of sale, events, advertising, online advertising. Initiating and building successful client relationships, managing the accounts, creative direction, design and copy writing for both print and digital projects.
 - **Creative Director at GEON, Sydney, Australia (10/02/10 - 25/11/11)**
Volkswagen, Sunbeam, Kmart Tyre & Auto, Chanel
Appointed as the creative lead for the design studio, mentoring designers and freelancers, directing photoshoots, art directing and writing headline copy, being heavily involved with prospect clients, pitches and working closely with new business managers, responsible for the overall creative output of the studio, initiating campaigns and strategies, drawing up concepts and rationale documents for client approval, learning and developing skills in project and account management.
 - **Art Director at Dynamix, Sydney, Australia (28/02/08 - 09/12/09)**
FOXTEL, Virgin Mobile
Lead senior art director/brand guardian primarily on the FOXTEL account conceptualising and creating campaigns for store refreshes (posters, POS, and animation for TV) as well as direct mail campaigns and press ads; directing/managing projects and designers; art directing; in-house self-promotional items.
 - **Freelance Art Director and Senior Designer at various Design & Advertising Agencies Sydney, Australia (20/11/07 - 27/02/08)**
Optus, Microsoft
Working in new environments under often tight deadlines or often starting midway through a project. The ability of learning new brand guidelines 'on the spot', adhering to new company processes and resolving creative issues. Being able to work as part of a team independently.

Curriculum Vitae

DAVID EDWARDS

02

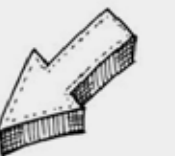
- **Freelance Senior Designer at JWT (RMG Connect), London, UK (14/05/07 - 01/11/07)**
Sky TV
Picking up midway through a project, learning new personalisation software (XMPie) with tight deadlines in a fast-paced environment. Attention to detail.
- **Freelance Senior Designer at M&C Saatchi (LIDA), London, UK (01/11/06 - 10/05/07)**
Vodafone, Mini, British Airways, NatWest
Learning about a broad selection of global brands and working within a creative agency to meet high standards and expectations. Importance and emphasis of outstanding design and attention to detail with a focus on typography. Importance of versatility – to be able to jump on or off projects at any given time and to see a job through to completion whilst maintaining high standards.
- **Freelance Integrated Designer at Various Design and Advertising agencies, London, UK (02/05/05 - 01/11/06)**
HSBC, TGI Fridays, RWP Audio, Renault
Experience in both print and web based projects (integrated), responsibilities as 'brand guardian' for longer term contracts (TGI Fridays); having a 'can-do' attitude on challenging projects.
- **Senior Designer/Art Director at S2 Creative Solutions Ltd. London, UK (01/05/02 - 01/05/05)**
Fujifilm, Sony, 'What Digital Camera' Magazine
My role initially as a mid-weight designer moving to a more senior position involved the art direction of photoshoots for the covers of magazines (involving talent and product). Gaining valuable experience as a brand guardian for Fujifilm.
- **Freelance at Various Design/Advertising (Print & Digital) agencies London, UK (01/05/01 - 30/04/02)**
Broadening my knowledge of studio working practices and widening my knowledge of brands, target audiences and design styles. Designing and implementing marketing strategies for print campaign work and experience in major branding projects including user-centred design.
- **Web Designer at Concept! (Part of JWT), London, UK (15/06/99 - 01/05/01)**
John Brown Publishing, Royal Bank of Scotland, Advantage Europe
After graduating and working in print, an opportunity to work in the web environment introduced me to interactive design and new software including Flash and Dreamweaver. Learning how to produce front-end design for websites, splash pages, banner ads and animated gifs within a marketing environment, learning about strategy and information architecture.

Curriculum Vitae

DAVID EDWARDS

03

- Background**
- A strong background in all things creative, I have always placed emphasis on creativity and innovation. I regard myself as an integrated creative and strategic art director with experience in both digital (UI/UX) and traditional (print) environments. My passion for improving user experience, hands-on design skills combining aesthetics, strategy, research and creativity has allowed me to develop a diverse skill set that encompasses art direction, branding, advertising, and user interface/experience design. Alongside agency experience in both London and Sydney, Australia I have senior experience at boutique design agencies for a wide variety of sectors within both B2B and B2C environments. I've innovated for retail, fintech, automotive, charity, TV and media. Previous roles, include leading and mentoring creative teams, pushing creative standards, brand guardianship, building on client relationships, pitches and being the creative lead for specific accounts.
- As a senior creative, I have worked in roles including as Creative Director, Art Director and Senior Designer within digital and traditional agencies. I have vast experience in creating and originating concepts, developing strategic creative solutions, pitch work, brand guardianship, building on client relationships, mentoring creative teams and pushing creative standards. I have a solid and varied work history including at leading agencies such as M&C Saatchi (LIDA) and JWT (RMG Connect) as well as freelancing in both London and Sydney, Australia.
- More recently, I have founded and headed a creative agency that works alongside marketing teams, where I have won pitches, consulted and built and maintained relationships with clients including The London Clinic, Opus Nebula and Mazda clients. I have helped push and extend their reach through branding, advertising and creative design through traditional or digital media. My previous positions allowed me to creatively lead on major accounts such as FOXTEL, Volkswagen, Mini, Virgin Mobile and TGI Fridays.
- Commendations**
- Runner-up for the Australian Creative "MINI Creative Challenge".
 - Gold at PromaxBDA for The Contender – FOX8 – Australia, best integrated campaign category.
- Software Skills**
- Figma, Adobe Suite: Photoshop, Illustrator, InDesign, Animate, Acrobat.
Working knowledge of html, Adobe XD, Microsoft Word, PowerPoint, Excel and iMovie.
- Qualifications**
- Certificate (Merit) in Figma, UI/UX Design – *Advanced* (BYOL)
 - Certificate (Merit) in Figma, UI/UX Design – *Essentials* (BYOL)
 - Completion of 1st Module of Certificate IV in Lean Management
 - B.A Degree: Visual Communication Design
 - Foundation Course: Art and Design
 - A Levels: Art and Design, Politics
 - A.S Levels: Art and Design, Theology
- Interests + Hobbies**
- I have a keen interest in keeping abreast of all sorts of creative media and design trends (Creative Pool, Mobin, Awwwards, medium.com), learning and keeping up-to-date with skills (currently studying a Figma Advanced course), an interest in the theatre and movies, general health and fitness, reading (currently reading, "The Creative Act" by Rick Rubin).



Click here
to print CV

Previous experience as Brand Guardian



FUJIFILM

foxtel



 Opus Nebula



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Thank You
for Your Time

Fancy a Chat?




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