



CURRICULUM VITAE: DAVID EDWARDS

Professional Titles	Art Director/Creative Lead/Senior Designer/Integrated/Digital Designer/UI Design
Skills	Print: Branding, advertising, creative design, point of sale, direct mail, campaign. Digital: Web Design, User Interface Design (UI) and User Experience Design (UX). Soft Skills: Creativity, versatility, digital and print experience (integrated), team management, mentoring, conceptual, pioneering, problem-solving, leadership experience, client-facing, strategic, can-do-attitude.
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Mobile Number	0493 758 968
Experience	International (United Kingdom & Australia)
Employment	<p>→ Founder/Creative Director at Chimera Design, UK (01/06/12 - Present) <i>Mazda, Mitsubishi, Volvo, The London Clinic, Opus Nebula, NHS</i> 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.</p> <p>→ Creative Director at GEON, Sydney, Australia (10/02/10 - 25/11/11) <i>Volkswagen, Sunbeam, Kmart Tyre & Auto, Chanel</i> 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.</p> <p>→ Art Director at Dynamix, Sydney, Australia (28/02/08 - 09/12/09) <i>FOXTEL, Virgin Mobile</i> 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.</p> <p>→ Freelance Art Director and Senior Designer at various Design & Advertising Agencies Sydney, Australia (20/11/07 - 27/02/08) <i>Optus, Microsoft</i> 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.</p>



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Employment

→ **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.



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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, After Effects.
Working knowledge of html, Adobe XD, Microsoft Word, PowerPoint, Excel and iMovie.

Qualifications

Certificate in Figma (Advanced), UI/UX Design (BYOL) – Merit
Certificate in Figma (Essentials), UI/UX Design (BYOL) – Merit
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).