



Passionate about all things Creative

David Edwards – Senior Art Director

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PORTFOLIO

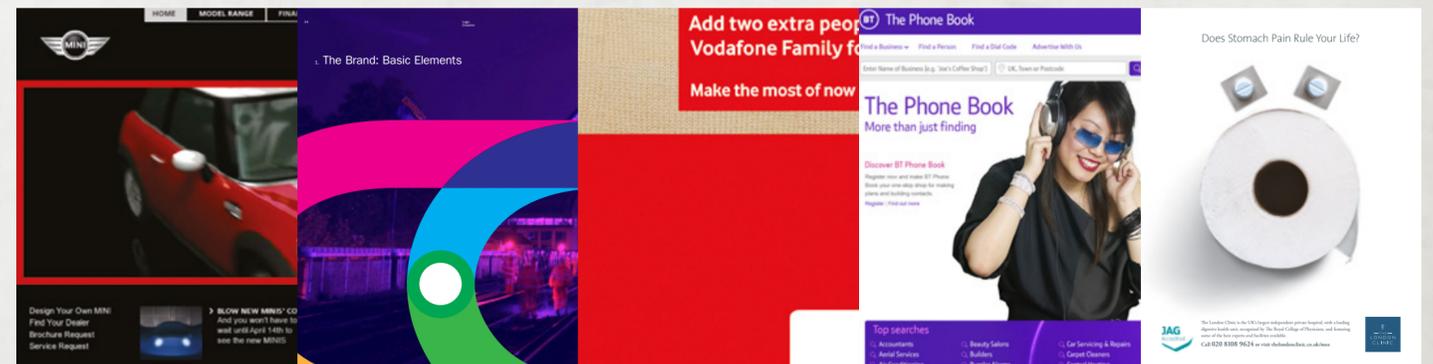


SKILLS OVERVIEW

Skills Overview

- / 00-01 / Art direction and ideation
- / 00-02 / Creative strategy
- / 00-03 / Branding
- / 00-04 / Advertising
- / 00-05 / Print and Digital
- / 00-06 / Project Management
- / 00-07 / Mentoring and Upskilling
- / 00-08 / Adobe Creative Suite

× My name is David Edwards and I am an art director who is passionate about all things creative whether it's graphic design, branding, direct mail, advertising or creativity 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 **0493 758 968** or email **davidedwards6.de@gmail.com**



→ Newcastle Knights Vs Tigers

× Instagram Day Game Graphic

Proposed static and animated Instagram ad concept for The Wests Group Australia.

Key Skills: Concept and ideation, design, animation (After Effects), retouching.



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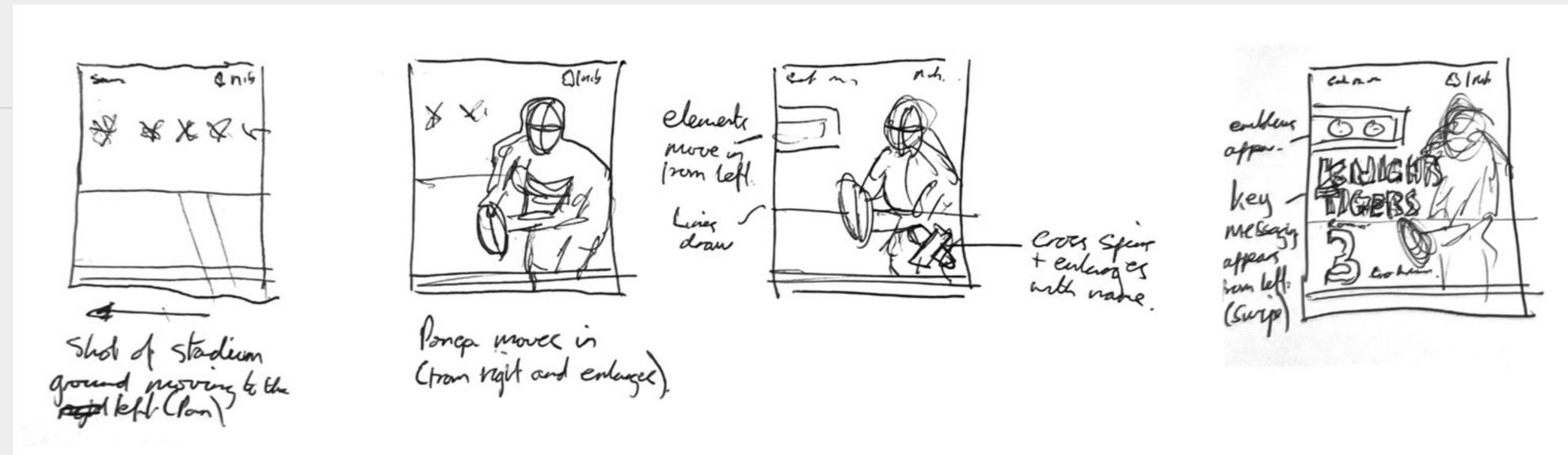


Knights
Tigers

→ Newcastle Knights Vs Tigers

× Instagram Day Game Graphic

Initial scamps and research prior to work on animation.

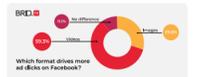


Increase Visual Impact and Get More Clicks

- **Animated content has a higher chance of going viral**
According to Target-Video.com, video ads on Instagram generate three times as much user engagement.
- **Grab viewers' attention**
A study by Microsoft revealed that humans have an attention span of eight seconds. More importantly, human attention decreases by 88 percent every year. It means that when your audience is online, they must look at the content rather than scan it. They are more likely to move on to the next thing if it is not interesting. Motion graphics are more informational and engaging.
- **Create visual impact**
The benefit of animation and video is that it brings life to static graphic designs and easily conveys information about your brand. The latest statistics show that people retain 95% of a message when they watch a video compared to 10% when they read it in text.
- **Increase social engagement**
People prefer videos to still photos and are more likely to share Instagram reels with their friends. The latest research supports this, too, and according to Twitter, tweets with GIF files see 55% more engagement than those without.

According to an article from The Motley Fool, Facebook videos receive 135% more organic engagement than photos. With Facebook video ads, not only do they perform better, but this platform seems to prefer them. It comes as no surprise that video ads have a 30% higher audience reach than image ads.

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→ Player Profile - Knights

× Proposed static graphic focussing on individual player Stats.

Key Skills: Concept and ideation, design.

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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.



THE CONTENDER
THE CONTENDER
THE CONTENDER
THE CONTENDER



↳ Sports Injury Press Ads

× 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 press advertising, is an important part of their brand activation.

Solution

A sub-brand needed to be created to represent the new service. It was decided upon to use The London Clinic typeface to reference the main logo. I added the expanding waves to represent communication and connectivity.

I decided to extend the concept of Health Expertise Anywhere to literally put a home/abode on the moon as remote a place as possible to humorously reinforce the message that as long as a patient has internet connection, they can use the service and speak directly to a doctor. Wherever they may be.

One Too Many Miles?

Help your patients get back on track quicker after a sports injury

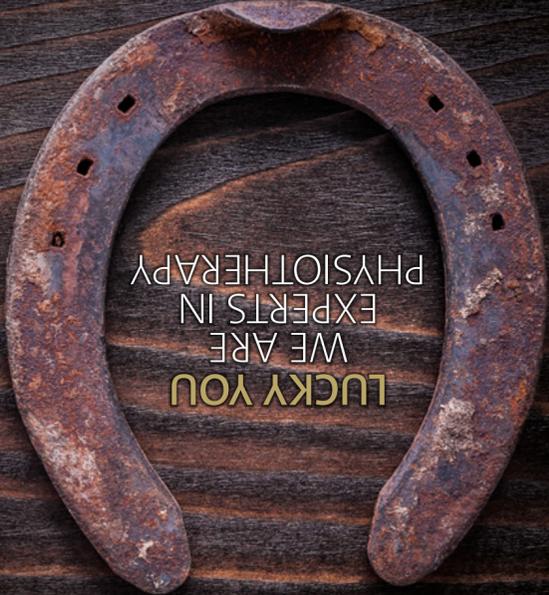


Our expert sports physicians and therapies team treat and manage a range of injuries caused by overuse such as ankle sprains, ligament and muscle damage. Patients are offered biomechanical assessments using the latest technologies and facilities which are not widely available. We aim to resolve injuries with non-invasive procedures including ultrasound guided injections and Biodex rehabilitation systems for a quicker and smoother recovery.

To help your patients get back into exercise after injury, advise them to call us on **020 8712 9989** or visit **thelondonclinic.co.uk/sport-injury**



PAIN OR SPORTS INJURY? — BAD LUCK —



Sometimes an injury can just be bad luck! If you are suffering pain or injury, The London Clinic gives fast access to leading, expert physiotherapists who can determine the best course of action and get you back in the saddle. We are the UK's largest independent private hospital with some of the UK's best medical experts, facilities and services available in Central London.

To find out how we can help you with your pain or injury, call **+44 (0)20 8108 9630** or visit **thelondonclinic.co.uk**



PROMOTING A NEW ONLINE SERVICE

Premium healthcare. Wherever you may be

→ Live Chat With a Doctor Online

× THE LONDON CLINIC – PRESS ADVERTISING

Challenge

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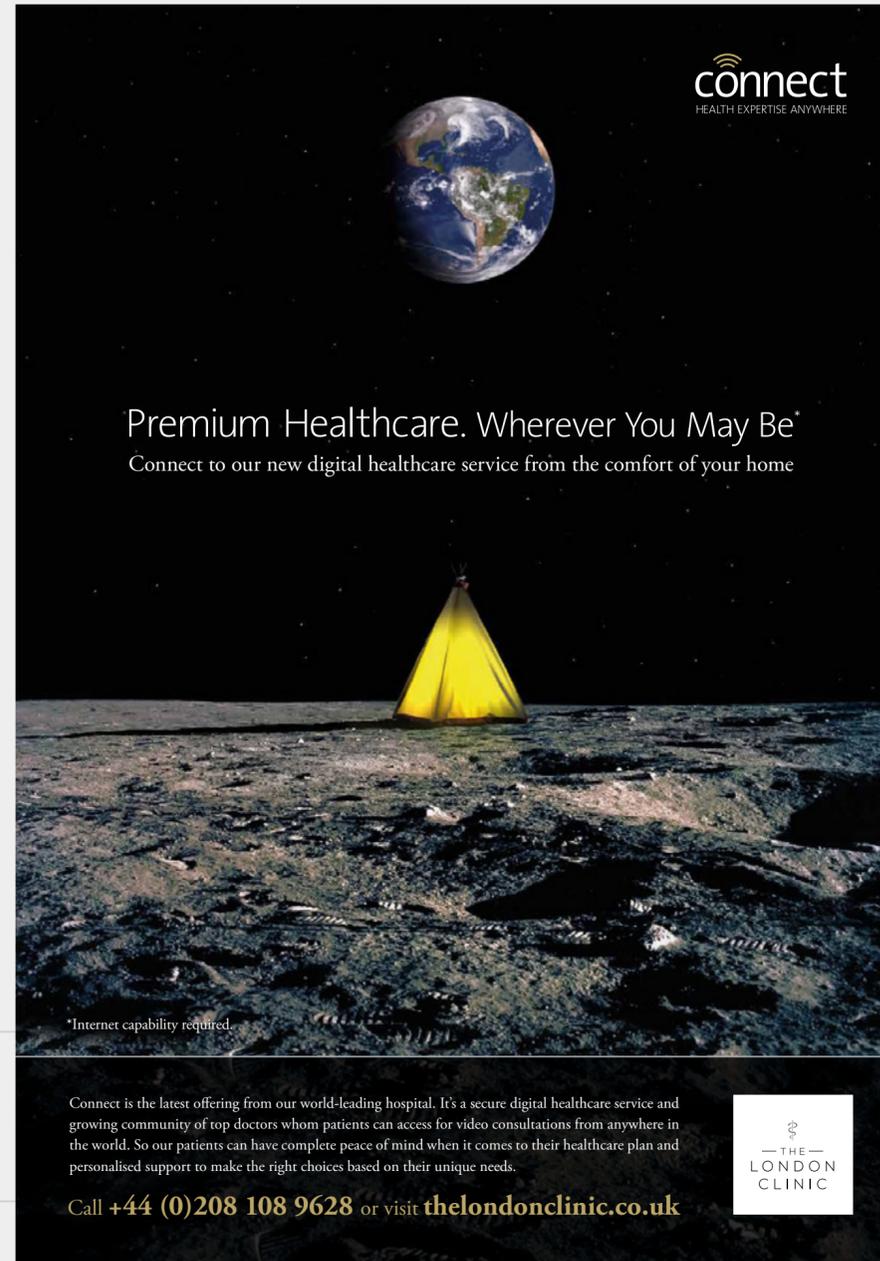
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PROMOTING A NEW ONLINE SERVICE



THE
LONDON
CLINIC

Premium healthcare. Wherever you may be

↳ Digestive Health Services

× THE LONDON CLINIC – PRESS ADVERTISING

Challenge

The London Clinic wanted to raise awareness of its digestive health services and position as a leader in the London private market. The aim was to generate calls to the Call Centre and increase appointments for their consultants. The London Clinic sees itself as a leader for advice on digestive issues.

Solution

Recognising that digestive issues and stomach complaints (even minor ones) have at some point affected most people. This ad catches attention and encourages people to read further. **Does Stomach Pain Rule Your Life?** focuses on a recognisable image of a roll of toilet paper and stomach pills, arranged to reflect a face in obvious discomfort. It is emotionally lead and aims to resonate with the target audience, with a little bit of added humour.

Printed over a number of weeks in The Mail on Sunday, in various healthcare magazines and websites, it proved an effective and cost-efficient campaign.



RAISING AWARENESS OF DIGESTIVE HEALTH SERVICES



THE LONDON CLINIC

Does stomach pain rule your life?

↳ Immediate Access to Specialist Treatment

× THE LONDON CLINIC – PRESS ADVERTISING

Challenge

The London Clinic wanted to promote their self-pay service where patients are given immediate access to specialist treatments. The premise of this strategy is that the public system is struggling with patient waiting lists and The London Clinic offers expert care immediately and easily with just one phone call.

Solution

It was important to have a simple concept that reflected the simplicity and ease of the service being promoted. Prospective patients can all relate to worry in the face of illness or injury, which is largely fed by the desire to get better quickly and return to their normal lives. I chose a visual metaphor for this: a chewed pen lid (representing worry) and alleviating the added concern of waiting.

	IMMEDIATE ACCESS TO SPECIALIST TREATMENT
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We Take The Worry Out Of Waiting

We offer immediate access to specialist treatments with 0% finance option to help spread the costs. For more details or to book an appointment with one of our world-renowned specialists, please call **020 8108 9626** or visit thelondonclinic.co.uk/SP-Clinician4



THE LONDON CLINIC

We take the worry out of waiting

→ Online Phone Directory | Experiential

× BT GROUP (FORMALLY BRITISH TELECOM)

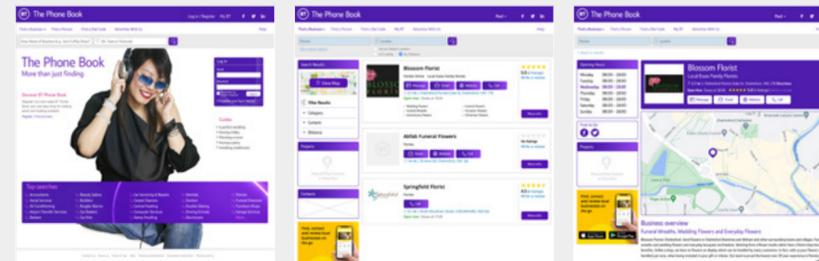
Challenge

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.



BT
THE PHONE BOOK



EXPERIENTIAL

USER INTERFACE DESIGN

USER EXPERIENCE

↳ Music Event | App Design

× 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.

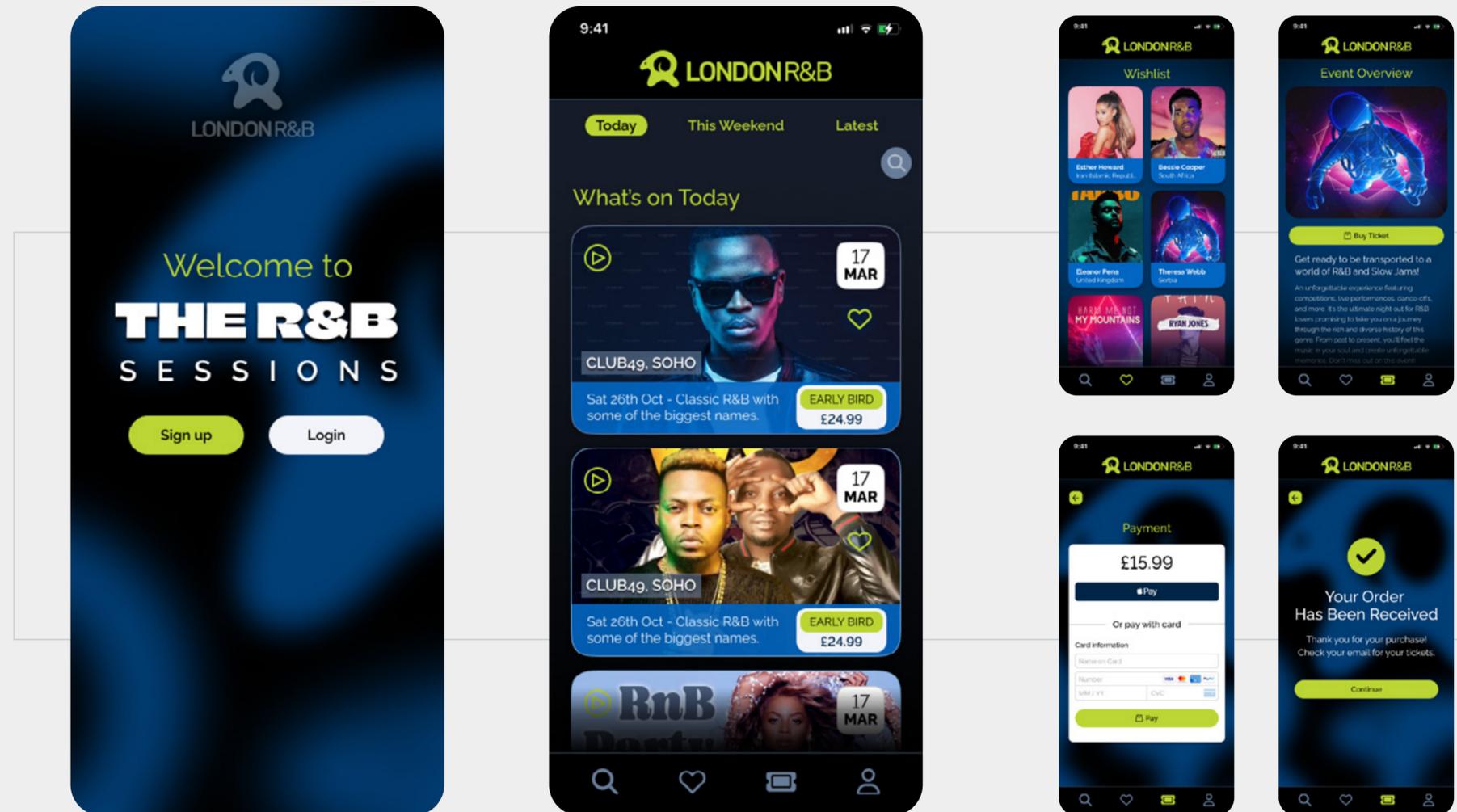
Solution

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.

Competitor 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.



→ Email Campaign and Microsite

× MINI

Challenge

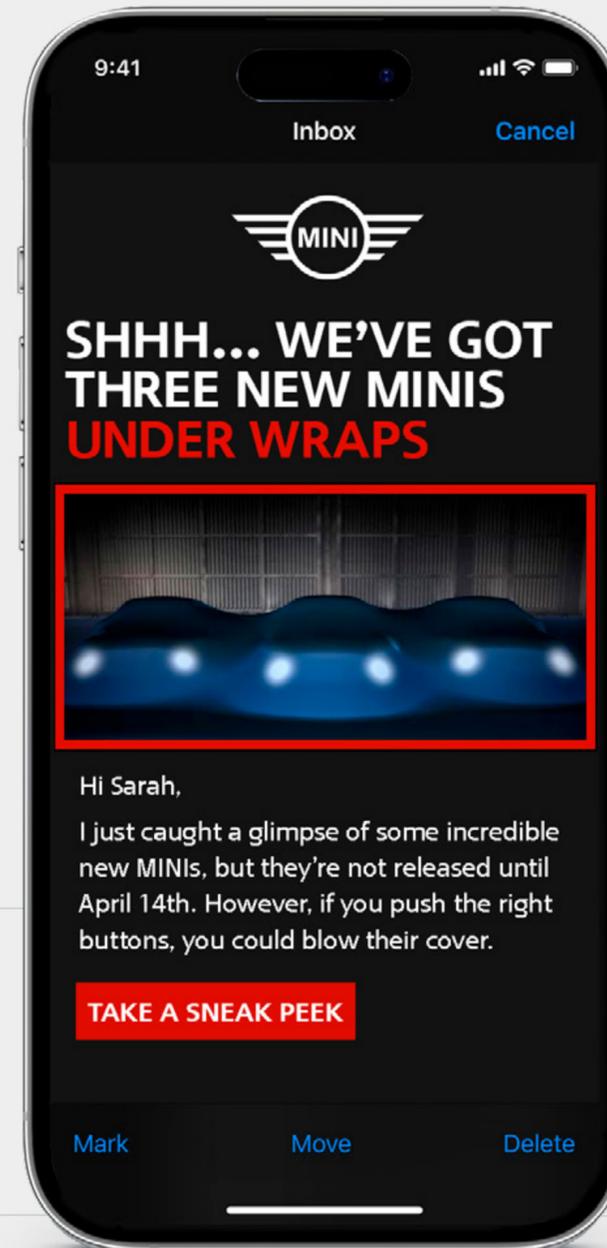
To create a teaser email and microsite in anticipation for a new range of MINIs.

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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MINI MINI



→ Promotional Microsite

× MINI

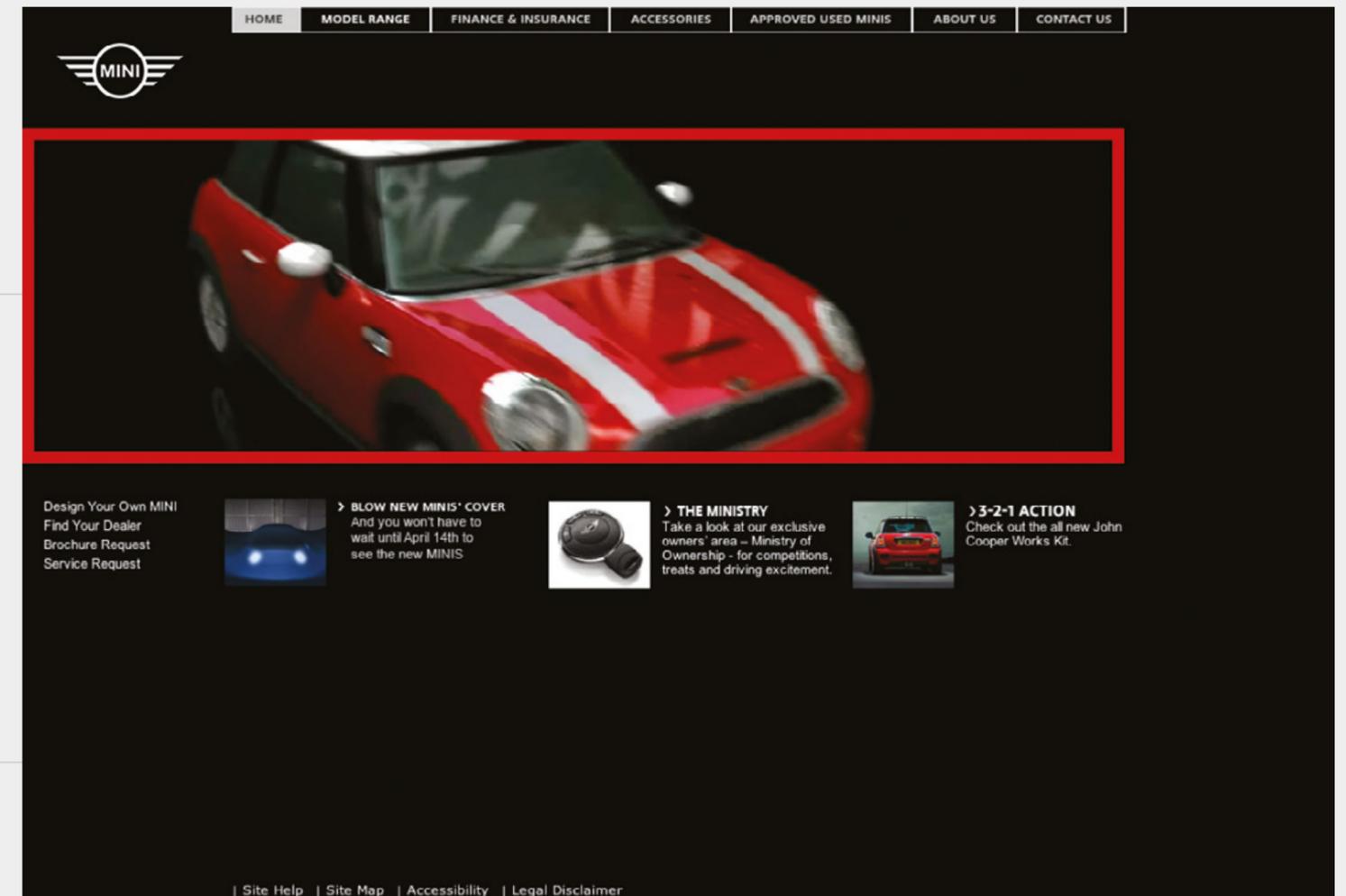
Solution

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.



MINI MINI
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MINI MINI
MINI MINI



↳ The MINI Menu – Pricelist

× MINI



Challenge

Whilst at M&C Saatchi (LIDA), I was tasked 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

TIE MAGNIT ALIT LA FEUI TINCIDUI TIS DO ODIAM, QUAT. UT LA FACIL DIGNA AT NONSE MING EROSTIS AD DOLORE EX ESTIO CONSENSIO DOLUM DOLESE.

MINI COOPER S OPTIONAL EQUIPMENT	PRICE
Exterior	
18" Bridge Spoke Light Alloy Wheels with Run Flat Tyres	£460
18" 5-Star Blaster Light Alloy Wheels with Run Flat Tyres	£710
17" Flame Spoke Light Alloy Wheels with Run Flat Tyres	£390
17" Crown Spoke Light Alloy Wheels with Run Flat Tyres	£390
17" Web Spoke Alloy Wheels with Run Flat Tyres	£820
Alloy Wheels in White	£0
Interior	
Leather GrassyPunch	£550
Leather GrassyPunch Upgrade in Combination with a Chit Pack	£550
Leather Lounge	£1130
Leather Lounge Upgrade in Combination with Chit Pack	£710
Technology	
Automatic 5-Speed Gearbox	£1960 (over 500cc)
Suspension	
Electronic Stability Control (ESC) (included as standard)	£240
Sports Suspension	£130
Wheels	
18" Bridge Spoke Light Alloy Wheels with Run Flat Tyres	£460
18" 5-Star Blaster Light Alloy Wheels with Run Flat Tyres	£710
17" Flame Spoke Light Alloy Wheels with Run Flat Tyres	£390
17" Crown Spoke Light Alloy Wheels with Run Flat Tyres	£390
17" Web Spoke Alloy Wheels with Run Flat Tyres	£820
Alloy Wheels in White	£0
Exterior	
Exterior Mirror Pack	£160
Heated Windscreen Washer Jets	£40
Winged Edge Spoiler	£70
Confort Access System	£350
Roof and Mirror Caps in Black or White	£0
Roof in Body Colour	£0
Mirror Caps in Body Colour	£0
Mirror Caps in Chrome	£50
MINI Bonnet Stripes White or Black (Only available with White or Black Roof)	£80
Chrome Line Exterior	£80
Tinted Rear Windows	£120
Panoramic Glass Sunroof - Electric	£670
Interior	
Floor Mats	£30
Electronic Headlining	£118
Passenger Seat Height Adjustment	£30
Chrome Line Interior	£100
Visibility Pack	£220
Auto Dimming Interior Rear View Mirror	£100
Front Centre Arm Rest	£110
Storage Compartment Pack	£90
Seat Heating for Driver and Front Passenger	£260
Warning Triangle and First Aid Kit	£40
Jackman Pack	£6
Colour Line	£90
Interior Trim - Fluid Silver or Piano Black	£40
Interior Trim - English Oak	£140
Interior Trim - Woodgrain Alloy	£90
Exterior	
Park Distance Control	£210
Front Fog Lights	£90
Side Sensor and Automatic Lights On	£60
B-Renon Headlights	£440
Manual Air Conditioning	£640
Automatic Air Conditioning	£990
Oil Board Computer	£100
Interior Lights Pack	£110
CD	
TV Function for Navigation System	£710
Navigation System	£1200
Wind Control	£200
Bluetooth Preparation	£770
DAB Tuner	£280
6 Disc CD Changer	£290
MINI Hi-Fi Loudspeaker System	£320

STANDARD EQUIPMENT

TIE MAGNIT ALIT LA FEUI TINCIDUI TIS DO ODIAM, QUAT. UT LA FACIL DIGNA AT NONSE MING EROSTIS AD DOLORE EX ESTIO CONSENSIO DOLUM DOLESE.

MINI COOPER S EQUIPMENT	PRICE
Safety	
ABS (8-Spoke Brake System) (ABS)	£0
Central Locking - Automatic at 10mph	£0
Automatic Stability Control + Traction (ASC+T)	£0
Corner Braking Control (CBC)	£0
Crash Sensor	£0
White Indicators	£0
Disc Brakes all round - Ventilated at Front	£0
Electronic Braking Control (EBC)	£0
Head Airbag - Front and Rear	£0
Subsidiary Tires - 150/55 R16 V (instead of MINI Mobility System)	£0
Passenger Airbag Deactivation	£0
Roll-Over Protection (ROPS)	£0
Side Airbags - Driver and Front Passenger	£0
Smart Airbag (SAB) - Driver and Front Passenger	£0
Three Point Safety Belts with Pretensioners	£0
Exterior	
18" Light Alloy Wheels (3 Spoke)	£0
6 Speed Manual Gearbox	£0
Automatic Rear Wash Wiper	£0
Chrome-Plated Side Indicator Grilles with 'S' logo	£0
White Indicators	£0
Chrome-Plated Door Handles	£0
Chrome-Plated Fuel Filler Cap	£0
Chrome-Plated Nudge Handle	£0
Monochrome Radiator Grille	£0
Electric Door Mirrors	£0
Sport Front and Rear Bumpers	£0
Engine Scrup in Body Colour	£0
Heated Rear Window	£0
Specific MINI Cooper S Roof Spoiler in Roof Colour	£0
Roof Spoiler in Body Colour	£0
Third Brake Light	£0
Tinted Glass	£0
White or Black Contrast Roof and Door Mirrors	£0
Thin Chrome Exhaust Pipe	£0
Black and Chrome Covers to Stainless Steel	£0
Interior	
Sport Seats - Front	£0
Alarm (Chambers CAT1)	£0
App in Connection (i3 Series plug)	£0
CD Changer Preparation	£0
Cloth CHECKERED	£0
Cupholders - Front and Rear	£0
Driver Clock	£0
Easy Entry Function	£0
Electric Front Window, Front and Rear	£0
Electronic Power Assisted Steering (EPAS)	£0
Glove Box	£0
Height Adjustable Driver's Seat	£0
ROVER Child Seat Attachment	£0
Radio MOOD with Single CD	£0
Remote Central Locking	£0
Rev Counter with outside temperature display	£0
Start/Stop Button	£0
Sport Button	£0
Steering Column - Height and Length Adjustable	£0
Leather Steering Wheel and Gear Knob	£0
Radio and Instrument Covers in Stainless Steel	£0

MINI MINI
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davidedwards6.de@gmail.com // David Edwards Portfolio 2024



⇒ 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.



DIRECT MAIL

VODAFONE PITCH

Add £2. Add 2 friends.

Unlim lorem ips vum sarel lorem gad deisra nlim lor hotes dsaem ipsum sarel gad dei e dut sat lorem ipsumder ipsum sar dut sat saef ipsum sar duts



Augiam velis nonsecte tio el iusting ese faci bla consequit il litit alis nos dolobore facipis modolore molore el inci exerat nis nosting ercin et wisim vulla augiam. Augiam velis nonsecte tio el iusting ese faci bla consequit ipis l iit alis nos dalis nos dolo bore facipis modolore molore el inci exerat nis nost ing ercin et wisim vulla augiam. Augiam velis nonsecte tio el iustinglobore facipis mo sa dolore molore el inci exerat.

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Start saving more today.
Log in or register at My Vodafone and follow the steps to upgrade your Family.
Or call XXXXX FREE from your mobile.
Or call 08080 XXXXXX from any phone.
Make the most of now



Vodafone Family Terms and conditions: velis nonsecte tio el iusting ese faci bla consequit il litit alis nos dolobore facipis modolore molore el inci exerat nis nosting ercin et wisim vulla augiam. Augiam velis nonsecte tio iusting ese faci bla consequit ipis l iit alis nos dalis nos dolo bore facipis modolore moloreis modoloreis modoloreis modolore el inci exerat nis nost ing ercin et wisim el inci exerat nis nost ing ercin et wisim vulla augiam. Augiam velis nonsecte for full terms and conditions see in-store or visit www.vodafone.co.uk

↳ Employers Choice – Press 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.

ARE
YOU
WITH
US
OR
NOT
?

Individuals
Welcome



× CASE STUDY

OOH Advertising - New Store

TGI Fridays

Challenge

Whilst I was brand Guardian for TGI Friday's at More Creative (now Pablo), I was tasked with coming up with the creative direction for items such as OOH advertising. TGI Fridays were opening a new restaurant in Poole.

Solution

To achieve cut-through, I lead with the question, 'Hungry for More?' rather than just stating, 'New Store Opening' with an image of a waitress holding an unrealistic number of tasty and popular dishes. The image was art directed reflecting the theme of fun and excitement that you would expect during a meal out at TGI Fridays.





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.

Personal Website chimera-design.com
Linkedin Profile [david-edwards-creative](https://www.linkedin.com/in/david-edwards-creative)
Email david@chimera-design.com
Mobile Number 0493 758 968

Experience International (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

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.



CURRICULUM VITAE: DAVID EDWARDS

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.

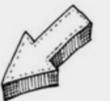
More recently, I have founded and headed a creative agency that works alongside marketing teams, where I have won pitches, consulted and built and maintained relationships with clients including The London Clinic, Opus Nebula and Mazda clients. I have helped push and extend their reach through branding, 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).



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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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