

I have 10+ years digital marketing, motion, and video experience working in agencies in Manchester and Melbourne, Australia. I have had the opportunity to work with brilliant healthcare clients including Novartis, Janssen Cilag, Lundbeck and commercial clients including Sportsbet, Myer and Resident Advisor. My passion lies in 2D and 3D animation, and using storytelling to communicate messaging in an exciting and engaging manner.

Employment History

Self-employed Motion Designer

(Feb 2019 - Present)

Working with clients both globally and nationally to create 2D and 3D animations for social media and internal communications. I work with voiceover artists, illustrators and camera operators to enable me to focus on animation and editing, where my skills are strongest. Responsibilities include idea-creation, storyboarding and animatics, animation, editing, audio sync and SFX along with client liaison and presentation.

Citypress

Senior Motion Designer

(June 2018 - Feb 2019)

Leading a team of designers to develop design styles and social animations for clients including Co-op Energy, British Gas and KTC edibles. Key responsibilities included ensuring animations are delivered to highest quality, feeding back to the team on how to improve designs and pacing of animation. Training and mentoring junior members of the team.

HAVAS LYNX - www.havaslynx.com

Senior Digital Planner

(Feb 2017 - May 2018)

Working to compliment the client services team, I was digital lead for two pharma accounts with activity totalling £2 million in value. I contributed to creating a digital strategy and advised clients on how they could use technology in an innovative and creative way appropriate to their overarching brand strategy and the context of their market.

Freelance Motion Graphics Artist, Various agencies, Melbourne, AUS

(Mar 2016 - Oct 2016)

Editing short videos and designing motion graphics for key clients including Circus Oz and Monash University. Illustration and animation and special effects using After Effects and Cinema 4D to produce TV commercials for SportsBet.

Freelance Digital Producer Myer and TBWA, Melbourne, AUS

(Dec 2015 - Mar 2016)

Responsible for the management of a variety of digital projects including website updates and maintenance through to eDMs and HTML5 banner campaigns. Working closely with creative and development teams, I ensured production was approved by internal and business stakeholders. Clients included Myer, Nissan and Medibank.

HAVAS LYNX - www.havaslynx.com

Senior Digital Planner

(Jan 2014 - Oct 2015)

Motion Graphics Artist

(June 2011 - Dec 2013)

Leading the motion graphics team, we produced high quality, award-winning promotional videos and patient awareness campaigns with film and animation. My responsibilities included: project and shoot planning, storyboarding, post-production, time-management, quality control and project delivery.

Interactive Developer

(Sept 2008 - Jun 2011)

Working on a number of highly innovative and award winning projects, I gained solid grounding and great understanding of digital and user experience.

Leeds Metropolitan University

Part-time Multimedia Lecturer

(Sept 2009 - May 2011)

Teaching industry standard multimedia software and techniques at degree level including Motion Graphics, Interactive Media and 3D Design. I also worked as a guest lecturer in Hong Kong where I delivered modules to both part-time and full-time students.

Education

School of Motion - Cinema 4D Basecamp (Jan 2019 - Apr 2019)

Introduction to Cinema 4D - Modelling, texturing, lighting, cameras and animation including cloning and MoGraph tools.

Leeds Metropolitan University

(Sept 2005 - July 2008)

Multimedia Technology (BSc) - 1st Class Hons. I was awarded the Grover Fund Prize for best Multimedia student on the course in 2008.

Key Skills

Team Working

I work very closely with clients and the client services team to ensure work is to the brief, creative, and of a high standard whilst hitting production deadlines. I enjoy working with a larger team and understand the importance of having a close working relationship and being mindful of their workloads. I can quickly form relationships in order to understand the strengths of my team.

Presentation Skills

I present clearly and confidently, and have successfully pitched for Havas Lynx. I can create interesting, well thought through storyboard and animatics which help to explain an idea to a client/internal stakeholder. I am confident and experienced presenting ideas face-to-face or on telephone conferences.

Communication Skills

I am confident when meeting new people, explaining, delivering and executing ideas. I am highly motivated and like to take the time to train new staff and explain techniques and processes within our agency. I am calm, reliable and effective when liaising with clients. I have a professional but polite manner and I maintain composure in pressured situations.

Managerial Skills

I have developed skills in the growth and management of a small team of video and motion graphics developers. Working as part of a larger client services and development team, I am able to delegate based on skillset to ensure high quality work is delivered on time.

Practical Skills

Predominantly a mac user, I have extensive skills using Adobe Creative Cloud, especially After Effects and Photoshop. I am a competent user of Cinema 4D and enthusiasm to develop my skills in this area, in particular motion graphics after recently completing a School of Motion course. I have experience working with a large range of After Effects plug-ins including the Trapcode Suite, Element 3D and the Newton Physics

Extra Curricular Activities

As former Ambassador at Havas Lynx, I take pride in my environment and engaged in meetings to discuss improving workplace well being and company wide charity fundraising. Working in collaboration with The MNDA, I lead a charitable project to create content for Motor Neurone Disease patients.

Personal Interests

I am passionate about film and animation and have produced videos for friends to help them grow their businesses. I enjoy traveling and love still photography, and have a huge catalogue of well considered photographs, both digital and 35mm. I enjoy sport, especially road cycling. Although I drive, I use my bike as my main mode of transport.