

THOMAS WHITEHEAD

CURRICULUM VITAE

I've been working as a graphic designer and art director for 13 years – both client and agency side. I've been involved at every stage of the design process, from concepting and communicating ideas through to design and interactive development and meticulous control over final delivery.

Though foremost a digital designer, I'm proudly generalist, with a strong belief in putting good UX practice at the core of all work – from video content to complex online experiences to printed matter, the need to make work that has visual impact, delivers its messaging powerfully, fits the platform and is empathetic to the end user's needs, applies throughout. I can communicate this to clients, I can guide work with data and research and I can listen and learn from developers and other specialists.

I have strong technical skills in Sketch, Photoshop, Indesign, Illustrator, Flash, After Effects and FCP/ Premiere as well as recent experience in C4D.

For examples of all work, and downloadable portfolio, please visit mrthomaswhitehead.co.uk

DATE OF BIRTH: 20/03/79

REFEREES AVAILABLE ON REQUEST

TELEPHONE: 07817 211 953

[linkedin.com/pub/thomas-whitehead/4/137/680](https://www.linkedin.com/pub/thomas-whitehead/4/137/680)

EMAIL: thomaswhitehead@gmail.com

EMPLOYMENT HISTORY

DEC 2014 **MRTW STUDIO LTD.**

PRESENT **Freelance Design and Creative direction**

- Freelance UI design for onefinestay, redesigning their home, search and listings pages
- Showreel for MOO
- Brand Bible for Virgin Sport designed at AKQA
- HTML5 banner and social media asset design for Chi & Partners
- Video and photography work for The Drink Factory (Bar Termini, 69 Colebrooke Row)

SEP 2011 **BLURB**

NOV 2014 **EU Design Lead**

- From 2011-2013, I worked as the EU Design Lead, working with the EU Marketing Director and the US Creative Director to localise the US art direction, design EU specific marketing collateral, manage production and direct agency creative
- From mid 2013, I worked as the Lead Designer for the global Self Publishing side of the business, providing design and direction for online communication platforms, art direction and illustration of online content and identities for events and individual campaigns

JUL 2010 **BLUE HIVE/WUNDERMAN**

JUL 2011 **Motion Graphics & Interaction Design Contractor**

- Development of microsites used to promote Ford Vehicles utilising video and animated graphics in an interactive framework
- Development and documentation of brand standards for all EU Ford online activity from US direction

EMPLOYMENT HISTORY (CONTINUED)

AUG 2007 **CHEMISTRY COMMUNICATIONS**
MAY 2010 **Senior Interactive Designer**

- Design of online assets for Diageo, Unilever, Aviva, Emirates and Cadbury
- Art direction and interactive design of DMA and Brand Experience Gold Award winning “Velvet Tree Detectives” microsite for SCA
- On-site UI design placement at RAC assisting in the full redevelopment of their site

FEB 2007 **XM**
JUN 2007 **Freelance Flash Designer**

- Microsite and display advertising work for HSBC, Nationwide, Danone and Colgate
- Concept work for MEC portfolio site

JUL 2006 **LPIP SYDNEY**
SEP 2006 **Digital Designer**

- Flash development, illustration and design of web and print promotional material for hospitality clients including the Opera House bar

AUG 2003 **EMP GROUP**
DEC 2004 **Magazine designer**

- Co-designing stylesheets for 7 celebrity fronted lifestyle titles; overseeing photoshoots; laying out, picture-editing and illustrating for editorial and advertorial features
- Overseeing production and proofing pages for print using Sherpas and Web-proofing

OTHER CLIENTS

2010 **KELE (POLYDOR RECORDS):** Animated video for the single “On the Lam” in directed by Nova Dando

2007 **CASSETTEPLAYA:** Direction and animation on video for London Fashion Week catwalk show

PRICE JAMES: Frame retouching and compositing work for Black Ghost, and SMD videos

2002 **TIME OUT MAGAZINE:** Editorial illustrations

ATHENSCAPE: Exhibition design and artworking for show at RIBA with the Tessera architects group

EDUCATION

1999 A-levels in Art, History and English Language and Art Foundation Level.

2002 Graduation from University of Brighton with a 2:1 Illustration Ba, including dissertation:
“Formative experiences of interactivity through gaming and the gender bias in the new media”

OTHER INTERESTS

Outside work, I keep busy cooking, eating, reading, travelling, taking photographs and playing records in public spaces. I've also taught filmmaking and animation to a youth group and have had music journalism published in PlayLoudier, Cyclic Defrost and Empty magazines.