

# THOMAS WHITEHEAD

## CURRICULUM VITAE

I've been working as a designer and art director for 14 years – both client and agency side. I've led at every stage of the design process, from concepting and communicating ideas through to design and interactive development to meticulous control of 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 and site specific materials, I aim to produce work that has visual impact, delivers its messaging powerfully, fits the platform and is empathetic to the end user's needs. I can communicate this to clients, I can work in cross-functional teams, guiding 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, After Effects and Premiere as well as recent experience in C4D.

**For examples of all work, and a downloadable portfolio, please visit [mrthomaswhitehead.co.uk](http://mrthomaswhitehead.co.uk)**

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## EMPLOYMENT HISTORY

**DEC 2014**    **MRTW STUDIO LTD.**

**PRESENT**    **Consultant / Design Lead: UX, Creative Direction & Video Production**

- Tails.com: Digital rebrand, photographic direction, UX optimisation of signup, checkout and dashboard, video production
- Onefinestay: Full site redesign – homepage, search, listings, checkout and blog.
- MOO: Creative showreel
- AKQA: Brand bible for Virgin Sport
- Havana Club 7: 360 Video production (Cuba)
- Drink Factory (Bar Termini, 69 Colebrooke Row): Photography and video production

**SEP 2011**    **BLURB**

**NOV 2014**    **EU Design Lead**

- 2011-2013: 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
- 2013-2014: 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**  
**JUL 2011**

**BLUE HIVE/WUNDERMAN**  
**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

**AUG 2007**  
**MAY 2010**

**CHEMISTRY COMMUNICATIONS**  
**Senior Interactive Designer**

- Design of online campaign 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
- Design placement at RAC assisting in the full redevelopment of their site

**FEB 2007**  
**JUN 2007**

**XM**  
**Freelance Flash Designer**

- Microsite and display advertising work for HSBC, Nationwide, Danone and Colgate

**JUL 2006**  
**SEP 2006**

**LPIP SYDNEY**  
**Digital Designer**

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

**AUG 2003**  
**DEC 2004**

**EMP GROUP**  
**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):** Animated video for the single “On the Lam” directed by Nova Dando

**2007**      **CASSETTEPLAYA:** Video and animation for London Fashion Week catwalk show

**2002**      **TIME OUT MAGAZINE:** Editorial illustrations

**ATHENSCAPE:** Exhibition design 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, running, reading, DJing, travelling, taking photographs and have recently started playing the piano. I’ve also taught filmmaking and animation to a youth group and worked as a music journalist.