

contact details

56a Robertson Road
Preston Park
Brighton BN1 5NJ

e adam@amcreative.biz

w www.amcreative.biz

w www.madad.co.uk

t 01273 566 796

m 07878 040360

profile

A creative all-rounder with over twenty years experience in the graphic design industry. Fully competent in all major design softwares (MAC & PC) producing design for print and online media.

A conceptual thinker with a keen eye for design detail. In addition, an illustrator and cartoonist bringing additional creative skills to the table. Competent working a project from initial client brief from planning and strategy stages to final production. Comfortable liaising with additional creatives and technical key personnel where necessary. Strong visualisation skills in presenting digitally and traditionally creative ideas from pencil scamps through to digital presentations.

Currently exploring the development of branded animations, games and quizzes.

employment history

Aug '02 - Present

AM Freelance Creative Services

56a Robertson Road, Brighton, BN1 5NJ.

position

Freelance creative

Responsible for the day to day running of AM Freelance Creative Services including the design, build and project management of web, print and online media.

AM Freelance Creative Services was set up as a creative agency providing a full graphic design service for existing London clients and an expanding client base in the South East. Globally networked offering a unique creative and technical service when working outside the constraints of UK time zone.

Through continuous recommendation and networking opportunities AM continues to provide a bespoke and creative personal service to its growing client base.

Recently developed 'business start up packages' which enjoy good success aimed at new businesses and SMEs comprising logo design, website and printed literature.

Aug'99 - Aug'02

In One Design / In One New Media

6 Leeward House, Plantation Wharf, London SW11 3TX.

position

Director (New Media)

Played an integral part in the creation of In One New Media Ltd., combining and amalgamating existing design companies FAB Art Limited and members of the In One Design Partnership.

Headed up and managed an interactive team comprising a Web Development Manager, Web Design Manager and core freelance staff required to build up the new media side of the 'In One' business.

Responsible for project managing web and multimedia projects on behalf of the In One Group for clients such as Disney Internet Group, Sara Lee etc. reporting back to fellow directors at regular production meetings. Whilst taking on the mantle of 'project coordinator' remained very much a 'hands on' designer / web designer and mucked in with the team at all levels.

In addition created story boards and illustrations in presenting creative ideas and pitches. Additional responsibilities (as company secretary and director) included cash flow and profit & loss forecasts, building and maintaining a job booking system and organising minutes from director's meetings.

Aug'97 - Aug'99

FAB Art Ltd.

6a Middleton Buildings, London W1

position

Director

Set up new design agency with fellow designer providing full design and artwork facilities plus packaging/illustration, 3D, multimedia, web and animation. Clients included Ubisoft Entertainment, Society of Trusts and Estate Practitioners and Trevor Sorbie.

Dec'94 - Aug'97

Adam Designs

69 Charlotte Street, London W1

position

Freelance creative

Provided design, visualisation and story boards for local design and advertising agencies (Saatchi, Dekko, Facilities Group). Also provided full freelance design and artwork service to local client base.

Jan'92 - Dec'94

Gardiner & Theobald. International Project & Cost Management

32 Bedford Square, London WC1

position

Graphic designer / dtp

Set up and managed in-house graphics department. Liaised directly with marketing manager on various campaigns/literature. Produced design for print, corporate brochures, exhibition graphics, slides and presentation material. Also managed junior design staff and implemented/standardised studio job booking system.

Dec'90 - Jan'92

Freelance graphic designer

Leahurst The Drive, Burgess Hill, West Sussex

position

Freelance visualiser, paste up artist and MAC/PC artworker.

Provided freelance services throughout Sussex (traditional artwork/visualisation and MAC artwork) for local design, print and advertising agencies.

Aug'88- Dec'90

Art Attack

Old Compton Street, London W1

position

Design assistant

Assisted senior designer in traditional design and artwork skills. Responsible for visualising and traditional type and print mark up from designer's scamps. Clients inc: National Theatre and the London Arts Council.

Aug'86 - Aug'88

Media Presentation (ESCC)

Southover Street, Lewes, BN7

position

(YTS) design / cartography junior

Assisted three senior designers in traditional camera ready artwork, operated PMT Camera and produced various display graphics and cartographic projects for ESCC planning department in conjunction ESCC Tourist Board.

software

MAC / PC

MAC OSX 10.5

Photoshop CS2/3

Acrobat 9

Quark 7/8

InDesign CS2/3

Illustrator CS2/3

Corel Draw 10 / 12

Dreamweaver CS2/3

Fireworks CS2/3

Flash CS2/3

MS office

additional skills

MAC/PC compatibility - trouble shooting

cartooning - member of www.ccg.org.uk (Cartoonist Club of Great Britain)

traditional illustration

animation

technical / digital illustration

story boards

CSS/HTML website layout

online games / quizzes

personal

date of birth	21 - 11 - 69
place of birth	Brighton, England.
drivers license	full

interests / hobbies The outdoors, natural history, animation, cartooning, drums, live music, cycling, French language.

education

'86 - '88	Brighton Polytechnic Grand Parade, Brighton
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Diploma	Graphic Arts and Printing
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'81 - '86	Oakmeeds Comprehensive College Station Road Burgess Hill
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O'level	Art
O'level	Graphic Design and Communication
O'level	Craft, Design & Technology - woodwork