

## Curriculum Vitae

## Personal Details

## Profile

**Social and broadcast creative with design experience of over 100 formats in web and TV entertainment.**

## Skills

### Creative

- Animation in Flash and After Effects Motion Design.
- Social and online game design, character design and animation
- Original formats for games and immersive dramas.
- Music and sound design for games and animation
- Game copy writing and script writing

### Managerial

- Creative direction for large scale game sites
- Blue chip client facing and pitching
- Game project scoping, scheduling and costing

### Technical

- ActionScript 2 – Production of working game demos
- Flash, Illustrator & PhotoShop
- After Effects & Final Cut Pro
- Countless tricks for small and fast animation

## Experience

Jan 2010 – Jan 2012

### Yazino

#### Social Games Designer

On the strength of my design for **The Wheel Deal**, Yazino brought me in-house for a 2 year contract to design their future games.

The roster included; **Hissteria** – a frenetic online board game that often outperformed the site's tentpole games like Blackjack. Another hit, **High Stakes**, went further in combining live competition with a popular slots format.

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Feb 2010 – Apr 2010

### BBC Comedy

#### Motion Graphics

As an independent producer for the corporation, I conceived and created title sequences including BBC2's prime time **The Stephen K Amos Show** and the Saturday morning show **Dick And Dom's Funny Business**

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Nov 2009 – Jan 2010

### Boolabus

#### Social Games Designer

Two gaming projects were created in association with the call TV expert, Neil Breakwell.

**Jackpot Jewels** was a participation TV format and **The Wheel Deal** was the world's first competitive slot. When launched on **Yazino.com**, it fuelled the site's player growth from 40,000 to 1m players in 9 months.

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Sept 2009 – Oct 2009

### Endemol International

#### Social Games Designer

The international division in Endemol tasked me with conceiving a live online version of their worldwide hit show **1 vs 100**. Requirements were to make the most of friend networks on the Facebook platform. I conceived gameplay, and produced concept documents, technical notes and visual mockups to define a format with groundbreaking, live, team-play features.

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July 2009 – Aug 2009

### Initial Kids/ BBC

#### Online Games Designer

This project comprised a suite of 25 Flash mini-games that were the online element of a high profile new children's series promoting cooking with freshly grown food.

I was contracted to design the games, to prototype the gameplay and use Flash and After Effects to transform the show's presenter into an in-game avatar.

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Apr 2009 – Jun 2009

### Endemol Games

#### Online Games Designer

The division responsible for Endemol's gaming brands worldwide commissioned me to create and design original online games for a variety of commercial areas, including International music acts, television brands and **'Big Brother: World Famous'** which represented the invention of an entirely new gaming brand for global distribution.

Social gaming projects included a live, multiplayer **Deal Or No Deal** game show for **Facebook**.

- Jan 2009 – Apr 2009  
**Interactive Media Works**  
**eLearning Flash Designer**  
 IMW is a major supplier for **U.K. National Curriculum** science content and I was commissioned to develop numerous 2D and 3D tutorial modules demonstrating key principles for AS level science subjects.
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- Dec 2008 – Jan 2009  
**Teachers TV**  
**Cross Platform Motion Designer**  
 This award-winning TV channel was the first to make its full broadcast schedule available on the web. Accordingly, they required a series of title sequences fusing television graphics and Flash animation.
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- Nov 2008 – Dec 2009  
**Camelot**  
**Digital Graphics Designer**  
 I created the motion graphics sequences for three of Camelot's National in-store campaigns in 2008.  
**Digital Signage**  
 HD motion graphics design for a national campaign including Piccadilly Circus and London Underground
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- Oct 2008 – Nov 2008  
**Disney Jetix**  
**Flash Game Designer**  
 The popular children's TV and web channel required lead illustration, animation, branding and game design for a new online game: **Trash Bash Take Away**
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- Sep 2008 – Oct 2008  
**Agency Contract Work**  
**Disney**: microsite design work, **Microsoft**: banner campaign, concept and production, **The Gruffalo**: new online product pitch design, **Unicef**: design of the charity's master template for all their email donation campaigns.
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- July 2008 – Aug 2008  
**Green Inc Television**  
**Broadcast Titles Designer**  
 Through a recommendation from my BBC3 work, this Irish television company commissioned me to create original branding and main title sequences for comedy programs transmitted on **E4** and **RTE**

Feb 2005 – July 2008  
**Head of Digital Creative**  
 This 3 year contract involved a series of interactive projects for digital departments within **Endemol**.

**Endemol Games**  
 I designed a number of online gaming titles for this department, including a **Big Brother 9** game set in the house, and a richly illustrated adventure, **Route To Riches** based on collecting gemstones. The work also included Flash mockups of game play.

**Zeppotron, Endemol**  
 The **BBC3** comedy brand **The Wall** required animation and game design across both broadcast tv and web platforms. Motion graphics, flash design, sketch writing and studio graphics were all within my remit, responding rapidly to the weeks current affairs.

**Endemol Digital Media Production**  
 The interactive drama **Signs of Life** represented a £1m investment from Endemol and **BBC Switch**. The project contained over 3 hours of blended flash games, animation and video drama for which I was also able to design visual and technical game prototypes using Flash and AS2.  
 Creative development of drama projects for mobile and social networks included the **O2** bare knuckle thriller: **Cell** and global reality drama **The Gap Year** for **Bebo**.

**Cheetah Television, Endemol**  
 A new online format to accompany Cheetah's **CBBC** wildlife show, The **ROAR** Game was a flash-based animal park simulation. It became the BBC's **most popular online game ever** and its ratings at times surpassed those of the TV show.

**Endemol Mobile**  
**Get Close To...The Sugababes**: I oversaw the visual identity of this mobile format for clients **O2** and **Universal**. The work involved giving the franchise a distinctive and effective presence on the mobile phone.

**Victoria Real, Endemol**  
 Notable projects I directed for this department included;  
 A £100k+ criminal justice game for the **Home Office**, employing 2D and 3D with video and Flash.  
**Battleships** for **The National Lottery** was the site's most successful game after Monopoly and its No.1 non-branded game overall.  
 Innovative visual development for **The Big Game** an interactive Bingo format featuring Vic Reeves for the **Odeon** group. The project required successful integration of set design, motion tracking, sequenced video and screen design for hand held devices and cinema screens.

- Jul 2004 – Jan 2005 **Kuju / Nintendo**  
**Game Interface Designer – PS2 and Nintendo Gamecube**  
**Battalion Wars:** this new title in the hit **Advance Wars'** franchise garnered critical acclaim for **Nintendo** with its combination of Real Time Strategy and First Person Shooter genres. The role required unique usability and design solutions for interface items, on-screen displays and the game menu systems.  
**The Regiment: Kuju** then kept me on to re-design the central head-up display for their tense, SAS-based shooter for the **PS2**
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- Mar 2004 – June 2004 **LEGO Company Ltd.**  
**Flash MX Artist**  
After seeing my motion graphics work for a **BBC Education** site, **LEGO** brought me in to head up the Flash MX animation and site design for their entire Preschool range – featuring 70 products. Classic animation techniques were combined with Flash's latest dynamic motion capabilities to achieve a series of exciting and engaging product environments.
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- Nov 2003 – Mar 2004 **Victoria Real Ltd**  
**Lead Games Designer**  
**Victoria Real's** rolling production of over 30 games for **GTech's** flagship gaming site demanded a completed game design every week for 2 months. A key success was the consistent high quality maintained throughout the production of diverse animations and graphics.  
I also produced a package of motion graphics and demos that won the company a further games contract for a kiosk platform.
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- Oct 2000 – Oct 2003 **Ash Luecker Ltd**  
**Lead Interactive Designer**  
I led the game content of a multi-million pound game site, **www.galagames.co.uk**. I creatively oversaw this two-year project throughout. The work involved the directing of teams producing original game play, art, animation, and sound work for over twenty games on platforms including Liberate, Open TV, and Flash for the web.  
My work in the area of educational games included design for support sites for BBC Science Curriculum programming, illustrations for **BBCi** and game design for **BBCi Digital Curriculum** concepts. Other client work involved game show design and conception, and proprietary new media game formats such as SMS TV and local-network, wi-fi, games.  
Other Achievements:
  - **QuiZino**, my first game for **Carlton**, quickly became the most played game on their games site; **Jamba**. Carlton chose it as their Interactive Entertainment **BAFTA** entry.
  - Creation of hugely popular web game supporting the **ITV** reality show **Survivor**. The game play evolved per broadcast, recruiting more players throughout the series.
  - Responsibility for managing and directing freelance contributors, including voice over artists, musicians, composers, designers, and programmers.
  - Design and production of the company's print campaigns for promotions, large-scale trade-show-displays, business cards, etc.
  - Fast turnaround of playable flash demos, visuals and micro-sites for client pitches – these were particularly successful for DTV tenders.
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- Sep 1999 – Oct 2001 **The London Institute**  
**Course Leader – Digital Media**  
The London Institute invited me to apply for this position having known me as a part-time tutor. I led two intake classes through a year of diverse media production skills, coordinating the delivery and content of vocational units covering video production, multimedia, 3D animation, and dtp.  
Other responsibilities included the development of the **Interactive Game Production Degree**
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- Sep 1998 – Sep 1999 **NT Media**  
**Game Designer**  
Designed a variety of educational and commercial games including a **Shockwave-based games park** at **www.vimto.co.uk**.
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- Mar 1997 – Sep 1998 **Freelance**  
**Illustrator**  
Clients included:
  - **Hewlett Packard, Puma, Sony, Aardman Animation, BT and Microprose**
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- July 1995 – Mar 1997 **Drat'n'Blast Books**  
**Comic Creator/Editor**
  - Awarded Best British Anthology by the Comic Creators Guild, London 1996 & 1997.