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Senior creative and conceptual digital designer / art director / thinker with 25 years' hands-on commercial experience in advertising, marketing, branding, graphic design, publishing and digital IA UI UX.

What I offer includes:

- 25 years of successful track record in commercial design, agency-, client- and contract-side, at least 10 years covering digital / on-line media; at least 15 years managing and hands-on coaching teams as Lead or Creative Director or equivalent;
- A concept-driven mind and unique industry experience allowing me to "see the bigger picture" and solve a broad range of problems, combining targeted business strategies with cutting edge design solutions;
- Capable of taking any project through – from brief/requirement/resource gathering, research, concepts and artwork, mock-ups, wire-frames, presentations, direction of external jobs and shoots, pre-press or build to final production and delivery or deployment;
- Extensive background in advertising, thorough understanding of marketing mix and corporate communications dialogue (both on- and off-line) with in-depth knowledge of visual arts, composition, colour, typography and good design practices in both traditional and digital UX UI and GUI design;
- Appreciation and understanding of Account Handlers', Copywriters' and Developers' work with ability to both develop and execute given concepts accurately and in line with design brief, deadlines and budget; I speak the language and fit well in most teams.
- A passionate, creative and intelligent approach to work which is always user-centered and compliant with all accessibility and usability standards, delivering the right message to the right audience in the most appropriate and efficient way;
- Ability to oversee project execution and assurance that every last detail is covered;
- Ability to manage and inspire others to achieve this;
- Ability to think creatively and pitch ideas clearly, both orally and in writing at any level; fast learner, GSOH;

Technical skill summary:

Master level in Adobe CS/CC package, especially Illustrator and Photoshop (used daily since 1990);

on-line: excellent working knowledge of Dreamweaver, Flash and Motion Graphics, IA, wire-framing and table-less (X)HTML/CSS hand-coding to current web standards; working knowledge of WCAG, accessibility, usability, SEO and other associated web technologies like javascript, actionscript, PHP, mySQL, CMS; experience with responsive design and layouts; Agile workflow;

off-line: InDesign and QuarkXpress (since versions 2.x); expert knowledge of DTP delivery and print production;

support: good working knowledge of MS Office and other supplementary software; thorough understanding of 3D and modelling software, Cinema4D, AfterEffects and video editing/encoding; Garage Band; wire-framing Axure RP and many other;

Current status:**A V A I L A B L E****Employment Milestones and recent short-term contracts:**

Please also see my [LinkedIn](#) page

2015.01-04**Senior Digital and Creative Executive @ Office Depot, (London, ended)**

role: supposed to build a team to deliver digital solutions to Company Clients; redesigned key corporate project and asset management web application;

Following Company sell-off to Staples my position became redundant;

2014.09-12**UX UI IA Digital Designer @MASTEK for SEI, London (contract ended)**

profile: SEI: innovative, comprehensive solutions for creating and managing wealth;
Mastek: global IT solutions specialists committed to delivering true business value to our customers across the private and public sector. Employing >3500 worldwide and specializing in Digital Enterprise Solutions;

role: During this assignment I did:

- participate in discovery sessions alongside product managers and software engineers working directly with end users and other stakeholders to create innovative products;
- develop and present interaction designs as wire frames to key stakeholders;
- develop and present hi-fidelity mock-ups and clickable prototypes to key stakeholders;
- translate business requirements and user stories into visual solutions;
- work with product management to interpret analytics data to identify usability improvements including journey mapping, algorithmic mapping, scenario analysis;
- define, maintain and police responsive UI standards across all applications including development of the mobile app version with external Company;
- create and optimize conceptual workflows for each specific group of users;
- create visual product brand guidelines and key interface design;

This was another contract I thoroughly enjoyed and would gladly repeat.

2014.08-09

Senior Digital Pathfinder @ [Brilliant Media](#), (London)

role: an adventure in merging experimental HTML into augmented reality and large format print; work with Layer;

2014.02-06

UX UI IA Digital Designer @ [Public Health England](#), London (contract ended)

profile: the mission is to protect and improve the nation's health and to address inequalities. PHE is an executive agency of the Department of Health.

role: During this assignment I did:

- translate business requirements and user stories into visual solutions;
- create and optimize conceptual workflows for each specific group of users;
- create designs patterns, prototypes and specify core components;
- run face-to-face stakeholder feedback sessions, interpreting results and implementing design iterations on the go;
- provide support to Development team in building the responsive UI;
- collaborate and mentor the Science team in use of good UX design practices;
- take ownership of the entire life-cycle of the project;

As a result I was single-handedly responsible for:

- complete rework, re-flow, visual re-design and future-proofing of the Surgical Site Infections Surveillance Service SSISS web application tool, which function is to collect mandatory post-surgical data from all hospitals and NHS trusts in England and Wales on a daily basis and present said data to PHE Science team for interpretation and monitoring for up to 6 months thereafter;
- when the conceptual phase of the design was done, I was taken over by PHE Development team and where I built the core interface in HTML, CSS and Javascript to be hardwired into their back-end proprietary system.

This was a dream contract.

Recommendations and outcome can be found on my [LinkedIn page](#)

2013.09-2014.01

Senior Digital Designer @ [David Lloyd Leisure](#), London (contract ended)

profile: much more than a gym...

role: work on email campaigns, designs and build, lending a helping hand;

2013.06-09

Senior Digital Designer @ [QS Quacquarelli Symonds Ltd.](#), London (contract ended)

profile: the leading global provider of higher education and careers information and solutions;

role: work on UX and UI designs for QS web sites: TopMba, TopUni, MBAdirectory and other with special attention to Information Architecture, Flow and User Experience; brand and style guidelines development; adaptation of sites and designs to pad/mobile-friendly or responsive layout;

2010-2013

Senior Web Designer / Art Director @ [UK2 Group](#), London (permanent full-time)

profile: UK2 Group provides a variety of domain name and web hosting services to individuals and businesses alike and to date they've sold over a million domain names, hosted thousands of websites and manage dedicated servers for customers all over the world.

role: work on designs of UK2.net web sites; also front-end development; work on other Company's brands: VPS.net, 100TB, Virtual Internet;

for Marketing and Sales: thinking-up, design and execution of offers to the public on the web sites, banners, promos, web site pages updates; I would design in Photoshop/Illustrator, submit pages for approval, then code and set live on the web sites' servers;

for Development Team: most anything that was required: sets of finished sprites, icons, other graphics furniture, designs of interfaces and pages for back-end systems, flows and wireframes;

2009-2010

Creative and Lead Designer @ [StaffPlan Ltd.](#), London

profile: "Inspired Solutions for Community Care" software development house; StaffPlan is a leading supplier of innovative rostering, administration, monitoring and point of care systems to the home care industry.

role: a very broad in-house designer role, encompassing all aspects of corporate design, usability, information architecture, corporate communications, branding and marketing – for both internal and external use, on- and off-line; collaboration with all departments within the Company in design and production, brand, consistency and quality:

for Marketing and Sales: branding and guidelines, (re)design and maintain web sites, design and delivery of e-mail campaigns, press adverts, brochures, product sheets, PowerPoint™ presentations and off-line Client newsletters; also support to other sister/satellite Companies within the ACS Group ([StaffPlan Enterprise](#)).

for Development: layouts and designs for web-based applications and services and produce required finished graphics icons, buttons and banners; provided support and advice on the design of applications and services in context of clarity of purpose, usability and accessibility;

for Training and Support: product manuals, covers and guide leaflets;

2007-2008

Freelance on a paternity leave, London

role: primary carer of my then 2yo daughter, Joanna; background freelance design for friends and anyone who'd need a good design; low-key contracts, courtesy of Xchange Team, Devonshire Appointments and 3G Recruitment to preserve sanity; daily on-line training with Lynda.com;

key clients: [Halesway Ltd.](#) - digital and web site design, [Dennis Publishing Ltd.](#) - magazine and print design;

2005-2007

Senior Creative Manager @ [SOLO Digital Ltd.](#), London

profile: a TTL marketing, design and publishing agency employing 16 perms + freelancers;

role: creation, direction, design, artwork and co-ordination of digital media and content

including web design, development and marketing campaigns; CI and branding; team management; client-facing, pitching and presentations;

key clients: The Spectator, Spectator.co.uk web site, The Kennel Club, London Metropolitan University, Camelot (National Lottery) media web site, Newstraid.org.uk web site, Task web site, Reid (financial), CMP (financial), CJC (stock market IT solutions B2B), Solo CI and self-promotion;

2004-2005

Creative Director and Lead Designer @ [Focus Media Integrated](#)

profile: a TTL/integrated Ltd. ad agency employing 10 perms + freelance; a lean, mean outfit created by us 5 "Old Industry Hands"; B2B and B2C in telecommunication, technology, finance, advertising and brand management;

role: creation, direction, design, artwork and coordination of integrated ad campaigns on a national scale; CI and branding; creative and team management; client-facing, pitching and presentation;

key clients: ING Lease (blue chip finance, won account), TelePolska (telecomms, top 10, won account), eTel (B2B telecomms, top 10, won account), Evip (blue chip financial and government consulting, won account), Everybody (fitness, Holmes Place franchise);

2002-2004

Senior Creative then Creative Director @ [J.WalterThompson/Parallel](#)

profile: a BTL branch of JWT World; specializing in B2B, POS, CRM and all other kinds of advertising and design, supplementing ATL for mother JWT company; operating with Virtual Window (web) and Red Cell (PR) on integrated campaigns;

role: creative department manager; hands-on creative, integrated ad campaigns, branding, packaging, CI and literature, annual reports, catalogues, outdoor, POS, CRM, TV, radio, experiential;

key clients: Orlen (petrol and retail, a BP analogue, key account, saved it which kept the company alive), Era (mobile, Orange analogue), Cadbury and Cadbury-Wedel (FMCG), Wyborowa Vodka, KFC, Bakoma (FMCG), Knorr;

2000-2002

Freelance - creative boutique and advertising emergency

role: creative troubleshooting for budding advertising franchises through my network of friends; design and production both agency and in-house;

key clients: among many - Leo Burnett, Publicis, Saatchi & Saatchi, Grey, Ogilvy & Mather advertising agencies; Philip Morris/Caro (tobacco), Fortuna (FMCG juice), Honda (motorcycles), Trader Online (e-commerce), Heineken, UDV/Smirnoff (FMCG), Zurich (bank), Accor/Orbis (hotel), IDM (real estate development), Kinetika (supermall network), PriceWaterhouse Coopers (website design for registered key accounts); Lipton Yellow Label (experiential), Lipton Fruit teas, various pharmaceutical marketing campaigns;

1998-2000

Senior Creative and Art Director @ Storm, agency

- profile: a full-service ad agency lasing with other network agencies; specializing in retail, BTL, POS, literature and annual reports with internal print and production;
- role: creation, art direction, artwork; studio management and recruitment; production management;
- key clients: Gillette, Renault, L`Oreal (for Publicis), Procter & Gamble (for Saatchi), Radio Kolor (national radio, won pitch and account), Skanska and DTZ (real estate);

1998

Art Director and Lead Designer @ O+S Communications, agency (network)

- profile: a branch of an Austrian advertising network; specializing in ATL/BTL advertising for pharmaceutical industry and consumer market;
- key clients: Eli Lilly (pharmaceutical), SmithKline & Beecham (pharmaceutical, won Ceclor account), Dryvit (construction), Zurich (bank, including TV spots), Garda-Life (national insurance), Samsung (electronics, won account);

1996-1998

Creative and Computer Designer then Art Director @ Lowe | Lintas | GGK

- profile: creative department in a full-service Lowe Group agency;
- role: independent creative and design work for agency clients; cooperation and coordination of computer design within all creative teams; art-working and storyboarding/animations; packaging designs; mock-ups; presentations;
- key clients: Cadbury, Cussons, Michelin, Heinz, Eden (FMCG juice), agency self-promotion;

1993-1996

Manager of own Ltd. Oficyna Pacyna, design, pre-press and production studio

- role: CEO of own company; lead creative and designer, pre-press and production manager of ATL/BTL/POS advertising and literature for many corporate international and national clients including government; company and studio management; collaborated with Warsaw's Academy of Fine Arts holding lectures in computer graphic design and computer typography; work for Apple localizing OS;
- key clients: Polaroid, Warner/Polton (music), Radio Zet (national), Laboratoires Garnier Paris (cosmetics), Procter & Gamble (HABP), Reemstma/West (tobacco), Editions-Spotkania (books publisher), DorlinKinderslay (books publisher) with Wiedza i Zycie (science magazine), Jazz-a-Gogo (magazine design), Polfa (pharmaceutical), Coca-Cola, Colgate, Unilever, Government;

1992-1993

Designer and Artworker @ Studio 66 agency (now: Ogilvy Poland)

- profile: one of the very first modern full service ad agencies in Poland;
- role: design and pre-press of ATL/BTL/POS advertising designs for agency; files had to be sent to London for production as at the time there were no adequate facilities in Poland;
- key clients: Unilever/Pollena, Johnson & Johnson, TVPolonia (Polish international satellite TV channel, won contest and award for logo and CI design);

1990-1992

Studio Manager of Digital Department @ AB Publishing (now: Yellow Pages Poland)

role: advertising, designs and pre-press of the Yellow Pages; responsible for the operation of computer design studio and publication of the 250.000 run of first ever "Yellow Pages" in Poland; work on the second edition; responsible for the expansion of studio to other commercial enterprises;

Other interests:

Creative cooking, extreme gardening, sailing, scuba diving and underwater photography, science fiction, technology, designer board games, psychology, philosophy;

Favorite books: Sadegh Hedayat "The Blind Owl", recent: Neil Stephenson "Anthem";

Favorite movie: "Blade Runner", recent: "District 9";

Favorite music: ambient electronica, Soma FM + LBC talk radio;

Recommendations and specific work samples available upon request.

Thank you for your time.