



Experience

Synopsis: Providing creative solutions for retail, technology, publishing and financial clients.

Leadership

- Led a fluid 4-12 person team to produce the monthly Dell consumer catalog in a fast paced environment
Devised national press ads and direct mail tie-ins to the catalog (average of 30 million copies per month)
- Devised and instructed a training program for new staff to learn complex catalog production processes.
- Led a 5 person team working on a sales promotion campaign for Coca-Cola with 240 collateral pieces.
- Introduced brainstorming techniques to focus team concepting to short deadlines.
- Planned out work flow and staff issues through a sound grounding in project leadership.
- Created excellent working relationship with account and production teams.

Art Direction

- Conceived wide range of online media (viral, pop-up and banner ads).
- Created innovative designs for Dell in consumer facing magazine ads, catalogs and direct mail.
- Designed items with very unusual formats e.g. books with pop-ups, rotating parts, interweaving parts.
- Developed and visualised innovative concepts for highly competitive pitches.
- Successfully art directed continentwide campaigns for Africa and Europe.
- Brainstormed maverick projects with senior management of BBC for tv and radio shows.
- Art directed many product and model photoshoots.

Client facing

- Presented to high level decision makers for Dell, Coca-Cola, Disney and Citibank.
- Worked closely with clients to develop a good understanding of competitive retail environments.
- Successfully wrote and presented creative rationales.

Branding

- Developed an in depth understanding of global brands such as Dell, Coca-Cola, Disney and Citibank.
- Created brand guidelines for Vodafone's other agencies in this multi-platform promotion.
- Created Marketing Drive identity to rebrand this worldwide division of Interpublic.

Freelance

- Adapted quickly to various agency methodologies and set-ups.
- Took over project emergencies, frequently for overnight or weekend work.
- Addressed constantly changing and diverse creative briefs.

Clients

BBC

Citibank

Coca-Cola

Dell

Disney

Goodyear

Guinness

Hasbro

Intuit

Kraft

L'Oreal

Mars

Nestlé Rowntree

Vodafone

Union Bank
of California

Software

Indesign

Quark Xpress

Photoshop

Illustrator

Dreamweaver

Flash

Art Director, CBS Interactive,

Lecturer in Art Direction/MFA, Academy of Art,

Associate Creative Director, Haggin Marketing,

Freelance Art Director,

Senior Art Director, BBC Children's Books,

Senior Art Director, Billington Cartmell Limited,

Senior Art Director/ACD, ZGC/Mosaic/Mustard,

Art Director, Marketing Drive Group,

Art Director, Curtis Hoy Promotions,

Associate Art director, Marketing Network Ltd, Dublin

San Francisco Fall '07 to present

San Francisco, Fall '07

San Francisco '04 to '07

San Francisco '04

London '02 to '03

London, '01 to '02

London, '99 to '01

London, '97 to '99

London, '96 to '97

Dublin, '93 to '95



Education

Synopsis: Mastered the craft and technical skills of designing concepts.
Analysed of social patterns to discern popular trends.

Art Direction

- Developed a core understanding of design, photography, illustration and print in an focused degree.
- Worked closely with a remote community as part of my MA's final project to develop a corporate identity that would be authentic to both locals and tourists. The system devised is still in use today.
- Completed an intensive participatory course for Art Directors through Dynamic Graphics Inc.

Analysis

- Explored the evolution of imagery depicting Native American Indians for a my BA dissertation. The thesis attained the highest mark in the college for that year.
- Explored the evolution in visual language of local community identities in my MA dissertation. The system I devised is still in use today by the community I worked closely with.
- Developed an understanding of analytical methods in an anthropology diploma. One of the many papers was an in depth comparative analysis of Coca-Cola as a brand.

People skills

- Reconciled differing groups and issues as a consensus building manager.
- Developed a strong understanding of the subtleties between managing and directing.

Technical skills

- Studied print processes and technologies during a year program at night.
- Mastered the the most widely used DTP software.
- Web 2.0 standard practices.

Courses

The Art of Art Directing, Dynamic Graphics Advanced Course,
Diploma in Social Anthropology, University of London,
M.A. in Communication Design, Central Saint Martin's,
Certificate in Print Process Technology, British Print Industry Federation,
B.A. in Graphic Design, Dublin Institute of Technology,

San Francisco '04,
London, '00-'03,
London, '95-'96,
Dublin, '94-'95,
Dublin, '89-'93

References available for all positions upon request.