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## *Profile*

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Hi, I'm Pete, and I'm a London-based designer specialising in digital design and motion graphics. I have six years industry experience working with large international brands such as Unilever, Nissan and Diageo. I currently work at TulloMarshallWarren, where, with some of the most talented people in the industry, we create appropriate, functional and highly crafted designs and experiences.

I am eager to bring new thinking to the table and am passionate about innovations and trends within the digital landscape. There is a strong sense of precision to the work that I produce, where possible I employ traditional methods. My work often incorporates drawn, handmade and photographed elements. My portfolio covers a wide range of projects, from motion graphics and interactive experiences, to print media and flash animation.

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## *Core Skills*

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Photoshop, InDesign, After Effects, Illustrator, Final Cut Pro, Cinema 4D, Flash, Dreamweaver, HTML, CSS, JavaScript, jQuery, AS2/AS3, PHP, DoubleClick and Mediamind.

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## *Design Provenance*

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### ***TulloMarshallWarren***

Integrated Designer | Mar 2008 to Present |

Concepting · Storyboarding · New Business · Design · Motion Graphics · Editing · Brand development · Mobile Animation · Retouching · Artworking

Working for this leading integrated agency I am involved in all aspects of the creative process, from creative brief through development to execution. working on ATL and BTL campaigns for recognised international clients and brands.

At TulloMarshallWarren I work in collaboration with creative teams, web developers and flash developers to achieve the most appropriate solutions for our clients, including, Websites, Rich Media, Flash Banners, Microsites, Mobile, Motion Graphics, Video, Interactive Video, DRTV, TV Idents, Apps and iADs, .

A key part of my role at TulloMarshallWarren is to Integrate social media into digital activity. I am passionate about thought provoking and exciting ways to harness the power of Facebook, Vimeo, YouTube and other platforms to add value to a campaign.

One of my biggest achievements at TulloMarshallWarren has been my involvement in the development and implementation of the Motion department. Set up to meet the growing needs of our clients, this department deals with creative direction, strategic thought and production in the field of Motion Graphics and Video. The department is now one of the most profitable arms of the agency, with a rapidly expanding client list.

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*Clients: British Airways, The British Library, C.A.L.M., COI, Diageo, East Coast, Guinness, Infiniti, Knorr, Liptons, Lynx, Mattessons, NHS, Nissan, RAF, Royal Mail, T-Mobile, Unilever, Walls.*

## **Conrad Advertising**

Designer | Mar 2007 to Mar 2008 |

Design · Concepting · Client Presentation · Pitch Presentation · Brand Development · Flash Animation · Digital

Responsible for the design and production of Digital, Direct Response, classified campaigns, marketing comms and branding for clients across the sectors of FMCG, Telecommunications, Travel, Tourism and Property.

During my employment at Conrad I worked to expand the agencies offering to include Digital, Interactive and Rich Media. This shift into online helped to expand the client base and bring in a more diverse portfolio of clients and brands.

I redesigned and rebranded the Conrad website, utilising a more user friendly experience, which provided prospective clients with a wealth of information about marketing methods and techniques to get the best results from their marketing activity.

*Clients: TravelBag, eBookers, Virgin, Lufthansa, insureandgo, P&O.*

## **MKH Advertising / BOYNE**

Designer | Mar 2007 to Mar 2008 |

Design · Concepting · Brand development · Animation · Digital · Print · Artworking · Retouching

Working into the creative director as part of the creative team my role at MKH included the concept, development and execution of direct mail, recruitment advertising and marketing communications across the Automotive and Recruitment Sectors.

*Clients: Aston Martin, Bentley, Caterpillar, ROK, HSBC, BT, 02, Ferrari, Maserati, Porsche and KPMG*

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## *Education*

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### **BA (Hons) Graphic Communication**

University of Northampton

### **National Diploma in Foundation Art & Design**

Luton Sixth Form College

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## *Awards & Recognition*

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### **D&AD New Blood Design Awards.**

**Commendation** - typographic work from end of year degree show

### **DMA Awards**

**Revolution Award - Best Use of email** - The 'Marco Mail' campaign for KNORR/Marco Pierre White

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## *References*

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Available on request.

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