
Name	Job Title	Telephone	Email	Website
Tom Gregory	Freelance Graphic Designer	07852 179 888	tom@ovo.co.uk	www.ovo.co.uk

TOM GREGORY.

INTRODUCTION

I'm a creative graphic designer who specialises in digital design and online advertising. Having spent my early career using Flash to create online adverts I now work with HTML5, SVG and Greensock. I have a great knowledge of digital design, animation and online marketing as well as print design.

I've solid design skills, an eye for typography and layout for both online media, print and packaging, with over 20 years experience in the design and advertising industry gained at WCRS, Agency.com, iTraffic, M&C Saatchi, The Grand Union, Dare West, TAG Worldwide, E3 Media and many other agencies.

I am experienced in taking a project from concept through to final production, working either alone or as part of a team. I enjoy the challenge of creating and designing solutions for all types of design projects from web design through to print and branding.

EDUCATION

BA (HONS) Graphic and Media Design

London College of Printing, Elephant & Castle, London
1994 - 1997

Art & Design Foundation

Salisbury College, Salisbury, Wiltshire
1993 - 1994

BTEC 1st Diploma in Graphic Design, A Level Art, AS Level Photography

Weymouth College, Weymouth, Dorset
1992 - 1993

GCSE's: Maths, English, Art, Business Studies, Science, Technology & Humanities

Thomas Hardy's School,
Dorchester, Dorset
1989 - 1992

EXPERIENCE

Graphic Designer - The Koin Club

October 2017 - November 2018

At Koin Limited I worked designing commemorative coins and packaging including cutting guides and templates for packaging, plus creating online adverts, web assets, emails, newsletters and Photoshop 3D models. **Brands included:** Disney, Marvel, RAF, Royal Navy and Roald Dahl.

Freelance Digital Designer

September 2010 - October 2017

Freelancing for various agencies in London and Bristol, working on banner campaigns, rich media adverts, designing websites, HTML emails and print design.

Plus working for personal clients on digital, e-commerce and print-based projects.

Agencies: TAG Worldwide, AIS London, MRM-Meteorite, VCCP, E3 Media, Dare West, EMO, Elvis, Geronimo, and Billington Cartmell.

Clients included: The AA, Starbucks, Nike, Levis, Kia, Clarks, Orange, Land Rover, National Trust, Vodafone, Barclays, Direct Line, BMW, Sony, The Dorset Charcoal Company and Heighen International Shipping.

Freelance Digital Designer

May 2007 - August 2010

I set up ovo Limited in Dorset creating online adverts, web and print design for both design agencies and local businesses. I regularly worked for Soup Digital creating online adverts for Sky TV, Aviva and Kingsmill. Often taking a project from scamp through to final production, working to tight deadlines on multiple campaigns at the same time.

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EXPERIENCE CONTINUED...

Freelance Digital Designer - London

March 2006 - May 2007

Senior Creative at Play (*M&C Saatchi's Interactive department*). I was responsible for managing a team of four designers and freelancers, designing and producing online adverts and micro-sites. Clients included: ITV, Thames Water, Ribena and Quantas Airlines. My work for ITV's Prehistoric Park won the IAB Creative Showcase in July 2006.

I also worked for The Grand Union, Iris and Base One. Working closely with creative teams to come up with concepts and design solutions, while overseeing and art directing the work of junior designers and other freelancers. **Clients included:** Abbey, Npower, John Frieda, British Gas, Sony, Hugo, Toyota and National Express.

Traveling the world

April 2005 - March 2006

I had a year off work and traveled through China, down the length of South East Asia and around South America.

Senior Designer - Agency.com, 85 The Strand, London

October 2004 - March 2005

Supervising a team of eight designers and handling all rich media production. Working with production managers to organize schedules and projects and with creatives at a concept level ensuring work presented to clients was feasible.

My work for COI's UK Transplant won the IAB Creative Showcase in April 2005.

Clients included: British Telecom, Dulux, COI, British Airways and T-Mobile.

Senior Designer - iTraffic, Tequila House, Soho, London

April 2003 - October 2004

My responsibilities included managing a team of four designers creating Flash adverts and rich media, art directing, design and animation, supervising freelancers, proofing work and checking for continuity before it was sent to clients and liaising with companies to obtain information about new technologies. One of my campaigns for British Airways won the Travel Advertising Awards 2003 and 5 were runners up in other awards. I designed and produced the campaign 'Someone To Turn To' for NSPCC that won 6 awards (*Campaign Digital Awards 2005 - Best Digital Campaign and Best Charity. IAB Creative Showcase October 2004. MIXX Awards 2005. Internet Advertising Competition 2005 Best non-profit rich media and best in show*) and was a runner up in another 3. It was listed as Campaign of the month in Revolution Magazine in 2005. My work for British Airways and NSPCC was also included in the book Advertising Online Now. **Clients included:** British Airways, NSPCC, Freeserve, Wannado, Hilton Hotels and Cahoot.

Digital Designer - WCRS, Golden Square, London

February 2001 - April 2003

At WCRS I worked alongside creative teams designing and making Flash banners and rich media campaigns, creating concepts, storyboards and designs. I was also involved in many photo-shoots and pitches. BMW 5 Series campaign won the Campaigns Awards - Interactive campaign of the year in 2002. Work for MINI won silver in the Eyeblaster Awards 2002.

Clients included: BMW, MINI, Vodafone, Prudential, Lunn Poly and Camelot.

SUMMARY

Digital Designer with advertising agency background gained at some of London's best agencies.

20 years experience in digital design, animation, print design, branding, advertising, packaging and photography.

Experienced creator of interactive projects including online adverts using HTML, SVG and Greensock.

Extensive knowledge of digital artwork, online media and the practicalities of navigation design and user experience.

Fast learner with a keen interest in new technologies.

Can create, retouch and optimize digital images via photography and illustration for digital media and print.

Able to produce creative design solutions for project briefs, colour visuals & highly finished artwork for both print and screen.

-  **Photoshop**
-  **Illustrator**
-  **InDesign**
-  **Sketch / Invision**
-  **Google Web Designer**
-  **HTML / CSS / SVG**
-  **JavaScript**
-  **Greensock**
-  **DoubleClick Studio**
-  **MailChimp**