

art director by title

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about me

I was never meant to be an art director.

My favorite projects include alternative interfaces, environmental designs, reactive installations, biometric interactive music videos, digitally physical toys and virtual reality spaces, all built around technology, but founded on a thread that defines me as a creative; real human stories and experiences.

I'm a human interaction designer. I design around people. Graphically, physically, emotionally, for me it's always about people. It was because of this simple infatuation at the heart of all my work that I got my first job, and it's the same infatuation that sparks everything I love about design today, be it my own or anybody else's.

I've been lucky enough to work in both London and San Francisco, but whether it's a facebook app, an experiential event or a fully-fledged promotional campaign, that human interaction is always the idea at the bottom of everything I do. The day that isn't true, I'm going to quit and open my own pub.

work

TwoFifteen McCann : San Francisco : 2011 - Current

Since the merger between Agency 215 and McCann SF, we've been working to bring the most creative parts of both agencies on to the HP account, no small task, but it seems to be going well.

McCann : San Francisco : 2010 - 2011

I was brought in to help pitch for the global HP business, bringing social, experiential and general alternative design experience to the campaign. 15 months later I've helped the account roll out social media campaigns, bouts of digital executions, print and event activities.

I've also worked on social media campaigns for Cathay Pacific, pitches and campaign work for iShares and iPath, as well as being on the team that won a large chunk of work for Pelé Sports.

Momentum Worldwide : London & San Francisco : 2008 - 2010

I was hired out of college after winning the UK's New Designer Award to work on Momentum's developing digital and experiential capabilities. Amongst other things, we won work for Nokia and UPS before they were nice enough to transfer me to San Francisco.

education

Ravensbourne College of Design and Communication : London

2007 : BA Honours First Class : Interaction Design

2004 : Foundation Diploma in Art & Design

reference

Curt Detweiler

McCann : EVP, Executive Creative Director, North America

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Daniel Hennessy

JWT : Global Creative Director - HSBC

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