

dan read

ART DIRECTOR

GRADUATED TOP OF MY CLASS
BA HONS INTERACTION DESIGN
RAVENSBOURNE COLLEGE - LONDON - 2007

2 YEARS OUT OF COLLEGE
2 YEARS AT MOMENTUM
1 IN LONDON & 1 IN SAN FRANCISCO

After graduating in 2007 and winning the UK's New Designer Award, I wasn't sure how I was going to apply myself to the real world. At college I specialised in alternative interface design, the psychology and physiology of human and computer interaction and abstract digital concepts.

All I knew was that I loved being creative. Part geek, part designer, part artist, Momentum introduced me to the brand world, where I've been allowed to apply my breadth of creative thinking to a range of integrated brand work.

In San Francisco, I've been part of a small creative team that has won work for Levis, Ghirardelli and Flo TV as well as constantly growing our business with Microsoft across retail, online and experiential briefs.

I'm a hard worker. I love being creative and I love being here in San Francisco. My breadth of technical design skills is simply a compliment to the fact that I am a creative thinker that loves making brands connect strategically and emotionally with people.

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NOKIA - UPS - MICROSOFT - LEVIS - REEBOK

01 - BIG PRINT



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ART DIRECTOR

EDUCATION:

Ravensbourne College of Design and Communication - London

BA Honours First Class - Interaction Design - 2007 - Graduated top of my class

Foundation Diploma in Art and Design - 2004

WORK:

Momentum Worldwide, London & San Francisco, 2008 - Present

Originally hired for my broad range of ideas, skills and approach to creative briefs, then impressing enough people to be transferred to our San Francisco office in October 2009, Momentum has allowed me to develop my understanding of brands and I have been able to weave my own unique creative approach into every area of brand experiences.

Moonshine Media, London, freelance throughout 2007

Primarily web design work, focussing on Flash, PHP and HTML promotions for a range of high level clients like Lexus.

Student Ambassador Work, 2004-2007

Working in the community on behalf of my college, lecturing, tutoring and acting as a mentor to young people aged between 8 and 18 years, motivating them and promoting design and creative courses.

REFEREES:

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