

Enthusiastic and passionate multi-disciplined designer and creative. As the Associate Art Director for LG Electronics' integrated advertising agency, LG HSAd UK, I have experience in design management, campaign creation, project development and pitching. I have extensive expertise in producing artwork for digital and print, branding, online and off line advertising, video animation and 3D work. Originally specialising in product design, I have utilised these skills in my work for interior and retail design, where I have created many successful and award-winning store displays currently featured in retailers nationwide. Creativity is my strongest asset, with highlights including creating and directing LG's new virtual showroom, and two highly successful installations for Harrods' Technology Month.

## ACHIEVEMENTS

- Nominated for 2019 International Visual Marketing Award for my work with LG and Harrods in producing an innovative kinetic window installation. Received a top 3 place in the technology category.
- Silver POPAI award for my design of a smart speaker display featured in 160 Currys PC World stores throughout the UK.

## EXPERIENCE

LG HSAD UK, JULY 2017 - present

**Associate Art Director** 06/20 - present

- Responsible for maintaining LG's brand identity by overseeing all artwork coming out of the in-house studio and other external agencies.
- Manage all work coming through the studio including managing deadlines, budgets and client relationships. A key part of this role is being highly responsive to clients.
- Responsible for creating and developing national campaigns, leading a team of designers and marketers through a range of outputs.
- As a result of the pandemic I pitched the idea of a Virtual Showroom, adapting to changing consumer habits, and allowing customers to view products and shop from home. I oversaw the entire development, which went live in February 2021.
- Creating & producing successful Black Friday campaign with video running on giant screen in Piccadilly Circus.
- Hiring and mentoring a Junior designer.

**Lead Designer** 01/19 - 06/20

- As well as continuing graphic and 3D design work within the studio, I was promoted to a client facing role in charge of receiving and briefing work from clients.
- Project management experience including costing and managing project budgets, delegating projects to the team and managing deadlines.
- Notable works including a second successful Harrods window installation nominated for an award in the innovative use of kinetic technology in the design.

**Designer** 07/17 - 01/19

- 3D and graphic design including artwork for print and digital assets, brand and display design, creative concept development and retail POS marketing for the UK and Ireland.
- Created and designed LG's first window installation in Harrods technology month using laser imagery projecting through the windows onto the pavement.

ROSS MCALPINE DESIGN, 2014 - present

- Ad hoc design projects in a range of sectors applying branding, retail design, modelling, rendering and graphic design for clients obtained through referrals and networking.
- Works included logo design and branding for Guide Dogs UK new student fundraising scheme, and multiple projects for start ups in the retail, software, manufacture and hospitality sectors.

THYME BY THE RIVER, JULY 2016 - JUNE 2017

- Senior Chef & Baker in charge of co-running the kitchen at a new and upcoming artisan cafe / restaurant in Hampton Hill, South-West London.

THEREFORE DESIGN CONSULTANTS, JUNE 2013 & AUGUST 2014

- Work experience during summer 2013 and work placement in August 2014 at London product design consultancy, Therefore.
- Working as a product designer on live briefs and projects with Google, Samsonite and Deciwatt. Involved in client meetings, the design process and presentations.







## PROFESSIONAL SKILLS

- Proficient in Photoshop, Illustrator, InDesign, After effects, Keyshot, Solidworks, MacOS, Microsoft office, Sketching and Prototyping.
- Excellent organisational skills, creative thinking and keen attention to detail.
- Strong design leadership, teamwork and project management skills with in house teams, junior designers and external clients.
- Demonstrated ability to work to tight deadlines, and recommend design solutions within assigned budget and without compromising creativity.
- Strong ability to present campaigns and design ideas and respond to questions from groups of clients, managers and vendors across different projects.
- Achieved a Sustainability in Practice certificate from the Higher Education Academy whilst studying for my masters degree.

## EDUCATION

NOTTINGHAM TRENT UNIVERSITY	MA Product Design, First (Distinction)
UNIVERSITY OF NOTTINGHAM	BEng (Hons) Product Design & Manufacture
ICMP	Higher Diploma, Professional Music Performance
HAMPTON SCHOOL	A-Levels : Product Design, Maths & Music

## INTERESTS

	GARDENING
	MUSIC
	GUITAR
	FILM
	COOKING
	FOOTBALL

