

Clive Jon Lawrence. CV 2018 – Designer

I am a highly creative, enthusiastic, versatile and meticulous designer with a strong eye for detail. I have 18 years professional experience working across a variety of design disciplines and with a wide range of clients from varying sectors. I currently live in Saigon.

Experience & Skills.

- Design and Art Direction
- Identity and Brand Development
- Artworking, Retouching and Photography
- UI, UX Design and Development
- Video and Music Production
- Team Leader and Mentoring
- Storyboarding and Conceptual Design
- Keynote Presentations and Client Pitch
- Digital Research and Development

Freelance Career History.

Feb 2002 - Present. Art director, designer and developer.

My freelance work involves undertaking all manner of roles from digital, print and illustrative contracts to creating concepts and pitch presentations for major brands, corporations and enterprises. I like to work closely with my clients and enjoy taking a hands on approach when leading projects. I enjoy forming new business relationships and have always found it easy to adapt to new environments.

Clients.

Saigon Soul, Don Patacón Saigon, M&C Saatchi (lastminute.com), CVLution, Phage Design (BBC, Tower Hamlets), Epic Asia, Kelloggs (iConcertina). Igloo Confectionery (Andrew Berkerley Consulting) Lyco. Home Learning College London, CIA Records.

Achievements.

- Invited by M&C Saatchi to lead the conceptual brand development for lastminute.com sister brand (The Church of Yology)
- Lead the design and development and re-brand of Saigon Soul and Soul Pool Party Events Brand
- Created brand packaging illustrations for Igloo Confectionery Packaging for the FIFA World cup 2104
- Created, designed, illustrated and styled character creations for Kelloggs 'Fruit Winders' Website (iConcertina)
- Illustrated preliminary sketches for the BBC Knowledge & Learning Resource pitch (Phage Design)
- Illustrated a digital visualisation for the Fedrigoni Box Calendar Competition (Phage Design)

Agency Career History.

SYZGY London. November 2016 - May 2017 Senior digital designer.

Working for a top 10 digital agency on a Freelance basis, designing websites from wire frames, working closely with senior developers, UX designers and occasionally client facing. Assisting and advising both client and creatives with the development of digital concepts.

Clients.

Milk and More, Muller, Mazda, Cunard.

Gravity London. May 2014 - May 2016 Senior digital designer.

Working for a top 10 B2B agency designing websites, emails, rich media advertising, video story boards and digital style guides across a range of industries. Lead the design and styling of branded modular PSD templates for the production of digital advertising and email marketing purposes, streamlining the production process. I assisted and advised both clients and creative with the development of digital concepts and lead the development of UX wireframing, and prototype models for all web development projects.

Clients.

Investec, Aviva Investors, Airbus, Rolls Royce, Schroders, CFM, Thales, Henderson Global Investors.

Achievements.

- A key member of an award winning design team
- Changed email marketing company wide with the introduction of responsive email design and development
- Improved the work flow with the design of modular templates for rich media marketing and advertising
- Designed the digital styleguide and digital assets for Aviva Investors And Thales.
- Led the development the UX wireframes and prototypes for CFM, Aviva Investors and Airbus Airspace Websites.
- Led the design of the Investec Wealth and Investment, Aviva Investors, CFM and Airbus Airspace Websites.

Big Marketing. Apr 2010 - Apr 2014. Lead digital designer, art director and mentor.

Working as a the lead digital designer and front-end developer, I was responsible for selecting and managing a small team of designers on a variety of strategic digital and traditional campaigns, creating UX wireframes, prototypes and website structures, providing creative direction, tuition and support. With a serious passion for web standards, my role included the design and development of all tailored responsive web and email solutions.

Clients.

Ridgeway Group (BMW/MINI, Land Rover, Mercedes-Benz & Volkswagen), Lotus, Ducati, West London Motor Group (Nissan).

Achievements.

- Managed a team of 3 designers and 2 developers
- Lead the researcher, designer and developer of responsive email solutions

- Art direction, design and presented the pitch for a new digital marketing platform to Ducati UK
- Art direction, design and development of UX wireframes, prototypes and Site Map for West London Motor Group's 'Nissan' website
- Core member of the digital team as mentor and project manager
- Conceptualised and designed traditional and digital campaigns for the Ridgeway Group

Second2. Oct 2007 - Mar 2008. Digital designer and developer.

Employed by an award winning agency to produce email marketing campaigns, micro-sites, Flash banners and product identities. My responsibilities included attending meetings with account managers and liaising with the art director and copy writers for briefings.

Clients.

HTC, Vodafone, Toshiba, Panasonic, Sun Electronics.

Achievements.

- Member of a team of designers and developers working on award winning digital marketing campaigns
- Designed the Identity for Toshiba's internal digital platform "Destination 2000"

Fineprint. Feb 2006 - Sept 2007. Designer and large format technician.

As a member of a busy production studio, I was tasked with designing and producing catalogues and brochures, large format banners, pop-up displays and signage, overseeing the process from design to production for various clients across a range of sectors. Duties included: Liaising with clients and management on site and in studio.

Clients.

Tussauds Group, Coca Cola, Ferrari, Goodwood Group, BP, Glaxo Smith Kline.

Achievements.

- Key member of a team of assembly technicians tasked with replacing the signage for Alton Towers (Tussauds Group)
- Designed and styled the layout for 2007 Ferrari product catalogue

HL Studios. May 2004 - Jan 2006. Designer, Flash developer and art-worker

Employed to design and develop interactive CD Rom's, produce illustrations for animation and implement the work for digital output. My main responsibilities included attending weekly project meetings and observing and maintaining studio practices.

Clients.

Oxford University Press, BBC, Folens Learning Resources.

Smartworks Solutions. Jul 2000 - Feb 2002. Digital designer and Flash developer.

Recruited to work as an in house designer/developer at an on-line learning resource. Responsible for assisting with developing graphic interfaces and animations for on-line courses and applications.

Clients.

Manchester Airport, Black Box Industries, Independent Insurance.

Education.

Derby University: Degree. Graphic Design 2.2
North Oxfordshire College: HND. Graphic Design. High Merit

Interests.

Creative: Video production, painting, drawing, screen printing, photography, poetry, music production
Events: Orientation @Star of Kings, Kings Cross. Quarterly music event: Hip Hop / Break Beat / Afro Beat / House
Sport: Football, boxing and cricket.
Learning: MK Geek Night, Nicer Tuesdays, Unit Edititons (Spin 360), Litmus, Grunt and GitHub

Current likes.

Music: Mitch Malice, Machine Drum, Mr Armtone, Childish Gambino.
Illustrator(s): Mason Storm (Instagram: @masonstorm) Shirley Cheung, Ben Eine, Sandy Schriver

References.

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