
September 2009 - June 2014

Creative Director

POLYMATH DIGITAL, LONDON

As a board-level Creative Director of a small agency with big clients, my role is wide and varied. I actively manage a team of permanent and freelance designers, developers and creative technologists across the full spectrum of digital media. This is a hands-on role, with personal involvement every step of the way from writing proposals and budgets to concept development, wire-framing and UI design through to artwork production, front-end development, drupal builds and project go-live.

KEY AREAS OF WORK: Board Director, Head of creative, Art direction, Web design, UX, Responsive CSS & HTML, Planning & implementation of Drupal CMS projects, Management of external resources, Chief answerer of many questions

KEY CLIENTS: Aviva Investors, Cancer Research UK, BBC Worldwide, Starbucks, The Economist, Nickelodeon

June 2008 - August 2009

Creative Director / Senior Designer

DIGITAL PEOPLE, LONDON

Directing a small team of Designers and Developers to produce online sites using Drupal for high profile international clients. I was actively involved in every stage of the process from scoping, budgeting, original development concepts through to design, CSS implementation and project management of the creative team.

KEY AREAS OF WORK: Art direction, Web design, CSS, HTML, Drupal, Project management

KEY CLIENTS: Orange, GSK, Unilever, EA games, Reckitt Benckiser, Diageo

March 2000 - April 2008

Designer / Director

ASSIDUOUS MEDIA, NEW ZEALAND

For 8 years I was self-employed running my own graphic design business, Assiduous Media. As a result my skills covered the many "typical agency" disciplines involved in taking projects from brief to completion. I have been client services, creative team and finished artist not to mention print broker, proof reader and tea lady.

KEY AREAS OF WORK: Art direction, Design for print & web, Identity development, Project management

KEY SKILLS

- Art direction
- Graphic design
- Web design
- Drupal
- Responsive HTML & CSS
- Logo & brand development
- Print production
- Natural passion for design
- Understanding clients needs
- Meeting deadlines & budgets

TOOLS THAT WORK FOR ME

- Apple
- Photoshop
- Illustrator
- Dreamweaver / TextMate
- GIT / Terminal
- Drupal & Wordpress
- Open source
- Cameras
- Pen & paper
- Brain

EDUCATION

Natcoll Design Technology
Diploma Multimedia 1999-2000

Design & Arts College of New Zealand
Diploma Graphic Design 1998-1999

EXAMPLES OF WORK

www.martincassidy.co.nz