

CURRICULUM VITAE

ROB DEWELL

SENIOR DIGITAL DESIGNER

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PERSONAL STATEMENT

I'm an enthusiastic designer specialising in digital media. I'm conceptual as well as technical and enjoy working straight from a brief or with a creative team, bringing ideas to life in design and finally completing the job in production whilst overseeing developers for complex builds. I work predominantly in Photoshop, Illustrator, InDesign AfterEffects, Flash/AnimateCC, HMLT5 development tools and Ad Serving platforms.

I've worked in advertising for over 12 years with the last 10 being as a freelancer which has strengthened my creativity but also my management, work ethic and communication skills. I enjoy working with other inspiring people and also like getting my head down to solve that challenging brief.

SKILLS

DESIGN & ANIMATION
TECHNICAL
AD SERVING

Photoshop, Illustrator, AfterEffects, Premiere, Flash/AnimateCC, Cinema4D, InDesign
ActionScript, Greensock, Adobe Edge, Google Web Designer, iAd Producer, CSS
DoubleClick Studio Certified, Dynamic Banners, Flash Talking, Sizmek

EXPERIENCE

MAR 2015 - FEB 2016

OLIVER AGENCY FREELANCE SENIOR INTEGRATED DESIGNER & ANIMATOR

Working on the Google Android account, I was responsible for the Point of Sale display in all 200 Carphone Warehouse stores across the UK. This involved taking concepts into design and overseeing Artwork. In this integrated role I also built various AfterEffects character animations for digital screens and the web.

NOV 2014 - FEB 2015
& SEP 2010 - FEB 2013

WUNDERMAN FREELANCE SENIOR DIGITAL DESIGNER

Working on tight deadlines for a range of clients producing various online communications. Here I managed a small team to deliver a large online media campaign for WindowsPhone, and created an award winning poster and digital screen takeover for the Range Rover Evoque at London Euston train station.

MAR 2013 - OCT 2014

BLUEHIVE FREELANCE SENIOR DIGITAL DESIGNER

Here I was responsible for all of Ford's digital advertising campaigns which involved overseeing campaigns across the European markets. I also ran Flash & Celtra training sessions at BlueHive's European head office in Prague.

OCT 2006 - AUG 2010

VARIOUS FREELANCE DIGITAL DESIGNER

Billington Cartmell, Barkers, CraikJones, Agency.com, Profero, MindShare, Iris, Kitcatt Nohr, Euro RSCG, Tangent Snowball, Start Creative, TAG, Futurebrand, Dare, Eyelaster, Joshua G2, RMG Connect, OgilvyOne, Inferno, ClickTag

SEP 2004 - OCT 2006

DLKW DIALOGUE DIGITAL DESIGNER

Starting as a junior, I quickly established myself by combining 3D animation with Flash for various rich media ads, websites and digital screens.

EDUCATION

2001 - 2004

UNIVERSITY OF GLOUCESTERSHIRE

BSc (Honours) 1st Class Multimedia

1990 - 1998

COOPERS SCHOOL & TECHNOLOGY COLLEGE

A-Level Art and Design & Technology

9-GCSEs including English, Maths, Science

AWARDS

EURO EFFIE AWARD BRONZE 2014
BRAND REPUBLIC DIGITAL AWARD WINNER 2014
JOHN CAPLES BRONZE 2011
DMA BRONZE 2011
IAAA BRONZE 2011
D&AD & CANNES CYBER LIONS FINALIST 2008
THE ANNAS RUNNER UP 2008
IAB CREATIVE SHOWCASE WINNER 2008
PUBLISHED IN WEB DESIGN INDEX BOOK 2007
CREATIVE CIRCLE BRONZE 2006

FORD ECOSPORT 'LIMITED EDITION' CAMPAIGN
FORD ECOSPORT 'LIMITED EDITION' CAMPAIGN
WATERAID DIG TOILETS NOT GRAVES
NOKIA N8 LAUNCH HOME PAGE TAKE OVER
LANDROVER EVOQUE EUSTON STATION TAKEOVER POSTER & OUTDOOR
BP ULTIMATE ONLINE ADVERTISING
BP ULTIMATE ONLINE ADVERTISING
TALKTOFRANK COCAINE BASEMENT BEST OF YEAR AWARD
DOT-RBD.COM BEST WEBSITES FOR ADVERTISING & MARKETING
EVERYMAN NOTICE YOUR NUTS VIRAL