

# Gary White

## Art director

### AREAS OF EXPERTISE

*Project management*

*Online & offline production*

*Photoshop*

*Creative Suite knowledge*

*Creative marketing concepts*

*Animations*

*Client facing*

### PROFESSIONAL

*Diploma in Creative Techniques*

### PERSONAL SKILLS

*Commercially focused*

*Innovative ideas*

*Strategic thinker*

*Organisational skills*

### PERSONAL DETAILS

*Gary White  
34 Anywhere Road  
Coventry  
CV6 7RF*

*T: 02476 888 5544*

*M: 0887 222 9999*

*E: [gary.w@dayjob.co.uk](mailto:gary.w@dayjob.co.uk)*

*DOB: 12/09/1985*

*Driving license: Yes*

*Nationality: British*

### PERSONAL SUMMARY

A results driven, self-motivated and resourceful arts director with an ability to successfully translate desired moods, messages, concepts, and underdeveloped ideas into imagery. Experience of working in and contributing to a creative environment alongside designers, copywriters, content strategists user experience specialists and interactive developers. Possessing an ability to see the big picture and continually develop new and inspiring approaches to a brief.

Currently looking for a new and challenging position, one which will make best use of my existing skills and experience and also further my personal and professional development.

### WORK EXPERIENCE

#### *Advertising & Media Company – Coventry*

**ART DIRECTOR** June 2008 - Present

Responsible for developing and executing creative concepts for leading-edge marketing and web solutions. Regularly liaising with the technology team to ensure the best creative solutions are realised, implemented and delivered.

#### *Duties:*

- Developing excellence through innovative & creative concepts across all media.
- Ability to work with other project managers and teams of creative designers.
- Develop and frame creative concepts according to creative brief requirements.
- Communicating design visions and rationale clearly to clients and design teams.
- Conceptualize, visualize and design user experiences.
- Managing and directing photo shoots on time and to budget.
- Involved in developing the clients culture and quality standards.
- Attending conferences, press releases, exhibitions and expos.
- Mentoring junior staff in project development and performance management.
- Organising, initiating and lead brainstorm sessions.

### KEY SKILLS AND COMPETENCIES

- Experience in: POS, merchandising, press, outdoor, DM, brochures and digital.
- Excellent presentation and communication skills.
- Ability to prioritise and juggle multiple projects within tight deadlines.
- Capable of developing and communicating industry-leading creative concepts.
- Strong conceptual thinking-- both visual and interactive.
- Knowledge of design disciplines including layout, typography, imagery & colour.
- Knowledge of video and After Effects.
- Strong proof of concept, rapid prototyping, storyboarding & technical skills.
- Knowledge of industry standard design tools: Mac OS, Illustrator, Indesign, Fireworks etc.

### ACADEMIC QUALIFICATIONS

BSc (Hons) Multimedia Technology and Design

*Nuneaton University 2005 - 2008*

A levels: Maths (A) English (B) Technology (B) Science (C)

*Coventry Central College 2003 - 2005*

**REFERENCES** – Available on request.

---

**Copyright information - Please read**

© This art director [CV template](#) is the copyright of Dayjob Ltd August 2010. Jobseekers may download and use this CV example for their own personal use to help them create their own CVs. You are most welcome to link to this page or any other page on our site [www.dayjob.com](http://www.dayjob.com). However these CVs must not be distributed or made available on other websites without our prior permission. For any questions relating to the use of this CV template please email: [info@dayjob.com](mailto:info@dayjob.com).