

A little bit about me

Talented and creative designer with more than 21 years of experience in design and VFX industry
I have worked as a freelancer with some of the World's top broadcasters and commercial agencies.
Over eight years' experience working with the BBC in a variety of roles from senior motion graphic designer to a Senior 3D VFX artist.
I'm dedicated to creating best in class, engaging graphics that meet efficiency standards.
I have a thorough Knowledge of the entire visual effects pipeline from conception through implementation; able to quickly learn new pipelines and make immediate contributions. Consistently working to aggressive deadlines by prioritizing and managing tasks, working closely with both clients and internal departments to coordinate schedules.
Experience of leading a team of creatives, this involves planning and organising, training, hiring, conflict resolution, and establishing a creative vision and strategy.

I have also lectured at a number of Adobe conferences on Photorealistic painting in Photoshop.
In my spare time I enjoy skydiving, snowboarding, going the gym. I also enjoy creating modern artworks.

Professional Experience

Overseeing a range of outputs from animated TVCs to social assets and high-end graphic design.
Leading art direction, collaborating on pitch work, creation of storyboards, VFX supervising on shoots
educating clients and motion designers plus 3D artists in software
Building and managing a team of designers and motion graphic designers
Maintain a consistent and high visual standard of output
Be able to work under pressure in a team environment

To view my work and find out more about me, please visit my website www.londonicon.co.uk
// all work at London Icon is done only by me //

Working for Sky in Ostarly London as a Senior Freelance 3D and Motion Designer
Delivering graphics for a wide variety of media, including television, mobile, online and print.
Working closely with production teams to ensure they are clear on project progress.
Understanding of broadcast industry, brainstorm ideas with Producers and showing them creative progress.

Working for the BBC for over Over eight years as a 3D VFX// Motion Graphic designer.
Design responsibilities including the following: storyboards, concepts, previs, 2D and 3D designs.
Creating graphics for daily live and non-live programme for various platforms. Providing a professional support to our editorial colleagues on how to realise graphic design requirements within given operational constraints.
Knowledge of the editorial agenda and contribute editorial and creative design solutions across visual journalism

Other responsibilities include:
Evaluating VFX schedules - ensuring they are realistic and achievable.
Work closely with Producers, artists and other necessary departments in creating high quality designs
Pitching ideas to the production team for new broadcast designs.
Responsible of outsourcing work to external agencies.
Working on location advising the director's and DOP's of which VFX are and aren't possible/practical.
Attend desk rounds with all members of the team - designers, Producers, and Directors on a regular basis.
Strong involvement in the technical strategy for BBC VFX, including software, and hardware upgrades.

Working as a CG Artist in highly organised and multi-tasking role aiding the efficient delivery of tv commercials and print. All aspects of CG covered including concept development, previzizing a shot to 3D tracking, modeling, texturing, shading, lighting, rendering and compositing including live action shoot.
For print creating photorealistic campaigns.
Coming from fine Art background I was very confident in Matt Painting, Set Extensions, Colour Grading / Correction

Working as junior 3D artist at the Mill
Workig in Maya, power animator and XSI

●●● Head of Design
2014 - Present



London, uk

●●● Senior Designer
3D Generalist
2014 - Dec 2014



London, uk

●●● Senior Designer
VFX Generalist
2006 - July 2014



London, uk

●●● CG // 3D Artist
2002 - 2006
Freelance
London, uk

●●● 3D Artist
1999 -1999



London, uk

Awards

For work as part of a team
BAFTA 2007 BBC Vision
Emmy 2007 BBCi Interactive

For individual work
PromaxBDA (broadcast design awards) 2011 Bronze
PromaxBDA Gold award in 2008

Skills

Expert knowledge in
Maya – been using Maya since version 4
Cinema 4D
After Effects
Photoshop

Good knowledge in
3DEqualize // PFTrack
Realflow
Houdini
Nuke

Education

3D and Fine Art
// Work experience at Framestore
Surrey Institute of Art & Design University
Famham, Surrey uk

HND in Film Production Design and Fine Art
// Work experience at Alias | Wavefront
West Thames Collage -
London, uk

Reference

Creative Director at BBC Mark Bryson - mark.bryson@bbc.co.uk