

**MARK**CRITCHELL



**ART**DIRECTION.



**GRAPHIC**DESIGN.



**ILLUSTRATION.**



# MARKCRITCHELL

ARTDIRECTION. GRAPHICDESIGN. ILLUSTRATION.

## PROFILE

I have extensive experience in the graphic design industry, with a proven track record of successfully launching new products and playing a significant role in the evolution of established brands.

I am a good communicator who quickly builds a strong rapport with clients and colleagues, and have designed many high-profile campaigns, pitches and publications that include 20th Century Fox, Dell, Nintendo, Motörhead and *The Walking Dead*. I was also part of the team that won Cover Of The Year at the Digital Magazine Awards with *Metal Hammer* magazine and Highly Commended for Cover of the Year the following year.

## PROFESSIONAL EXPERIENCE

### FREELANCE DESIGNER

2016 – Present

(Includes a year and a half contract at TES Global)

**TARGET LIVE | RED CONSULTANCY | BURN MARKETING | ONE GTM | DITTO MARKETING | CITYWIRE  
TES GLOBAL | SCHOLASTIC | FIRST PUBLISHING | MIDDLESEX UNIVERSITY | HEADPRESS | HOBBS  
LONDON BUSINESS SCHOOL | SMITH & NEPHEW | FEAST MARKETING | COLLINSON GROUP | ENGINE GROUP**

Working both in print and online, designing lucrative high-profile marketing collateral for brands that include O2, Blood Brothers, Shrek, TSB, Mastercard, British Heart Foundation, Feel Unique, *Times Educational Supplement*, *Times Higher Education* and the prestigious World University Rankings Summit Series of global conferences.

### DIGITAL ART EDITOR

2014 – 2016

#### TEAM ROCK

Complete design of the fully-interactive mobile and tablet editions of *Classic Rock* and *Metal Hammer*. Creating print and online promotional collateral, websites, social media, App Store and external clients. **Cover of the Year Winner – Digital Magazine Awards 2014 and Highly Commended in 2015.**

### FREELANCE ART EDITOR and DESIGNER

2009 – 2014

#### FUTURE PUBLISHING | TEAM ROCK

Editorial and brand promotion. Sole designer for many special edition publications with album packaging including – *Classic Rock presents Motörhead*, *Classic Rock presents Rick Wakeman*, *Metal Hammer presents My Chemical Romance*, and *The Official Walking Dead Bookazine* in association with SFX and FX Channel.

#### OTHER CLIENTS INCLUDE:

- **HEADPRESS PUBLISHING** – Complete design of books, front covers, printed and online promotions.
- **CAPGEMINI CONSULTING** – Internal marketing and packaging design.
- **COLDWOOD PRODUCTIONS** – Cannes Film Festival press pack for the movie *The Hollow*.

### CONTRACT COMMERCIAL PLANNING DESIGNER

2011 (Eight-month contract)

#### FUTURE PUBLISHING

Creating many high-profile, lucrative advertising and marketing campaign pitches and presentations across Future's entire portfolio of magazines and websites. Liaising with both internal and external clients, which included 20th Century Fox, Dell and Nintendo, generating over £300,000 in revenue.

## SKILLS and DESIGN EXPERIENCE

- Advertising | Marketing.
- Static and fully-animated web promotions.
- Pitch presentations.
- Exhibition stands and large-scale promotion.
- Fully-interactive tablet and mobile (Adobe DPS / Ceros).
- Illustration | Infographics.
- Copywriting | Editing.
- Branding | Corporate ID.
- Composing and Art Directing photo shoots.
- Front covers | Editorial.
- Brochures | Invitations.
- Photo manipulation and colour correction.
- Art team mentoring.
- Packaging | Posters | Album cover artwork.





# MARK CRITCHELL

ARTDIRECTION. GRAPHICDESIGN. ILLUSTRATION.

## PROFESSIONAL EXPERIENCE

### SENIOR DESIGNER and ART DIRECTOR

2005 – 2009

### FREESTYLE PUBLICATIONS

Art directing a variety of themed front cover photoshoots with professional models, photographers and stylists. Plus eye-catching product, advertising and editorial photo shoots featuring many high-profile brands, including Apple, Pioneer, Sony, Microsoft, Storm, Oakley, Adidas and Hi-Tec. Designing all editorial pages for international monthly magazines *Boys Toys* and *Koi Carp*.

### DESIGNER and EDITOR

2004 – 2005

### HAMPSHIRE MEDIA

Created, designed and edited *On The Tee* sports magazine, client advertising, took photographs, conducted interviews and wrote articles on sports events. Pitched and won advertising from Hampshire sports clubs, generating incremental revenue of £30k per month with ongoing growth.

### DESIGNER and EDITOR

2001 – 2004

### TEE TIMES GOLF PUBLICATIONS

Following my work with *Hampshire Golf* magazine, I was approached to create *Tee Times* – a new monthly golf magazine. I designed and edited all the editorial pages, created the corporate ID, marketing material and designed around 90 per cent of all the client's advertising that was booked every month.

### STUDIO ARTIST

1998 – 2001

### NEWSQUEST, GANNETT

Managing multiple deadlines and brand guidelines, designing successful ad campaigns, media packs, posters, billboards and special editorial supplements. Re-designed *Hampshire Golf* magazine, which increased readership and advertising revenue by 40 per cent.

### GRAPHIC DESIGNER

1998

ELECTRONIC CLOTHING

### CONTRACT DESIGNER

1997

ACE PRE-PRESS

### GRAPHIC ARTIST

1996

ÉCLAT DISPLAYS

### ARTWORKER

1995

INDART

## QUALIFICATIONS

**BTEC HIGHER NATIONAL DIPLOMA in GRAPHIC DESIGN**  
SOUTHAMPTON INSTITUTE

1993 – 1995

**BTEC NATIONAL DIPLOMA in ART and DESIGN**  
WINCHESTER SCHOOL OF ART

1992 – 1993

### A-LEVELs

PETER SYMOND'S COLLEGE, WINCHESTER

1990 – 1992

Art with Art History | Communication Studies | Design

### GCSEs

HENRY BEAUFORT SCHOOL, WINCHESTER

1985

– 1990 Art with Art History | Design and

Communication | Design and Realisation | English

Language | English Literature | Integrated Humanities |

Maths | Science

## FURTHER TRAINING

**CITY and GUILDS NVQ LEVEL TWO in WEB DESIGN**  
BARNET and SOUTHGATE COLLEGE, LONDON

2012

**INTERMEDIATE and ADVANCED CERTIFICATES  
in BUSINESS INFORMATION, PUBLISHING and GRAPHICS**  
SOUTHAMPTON INSTITUTE

1995

## INTERESTS



Movie  
obsession



Illustration  
and painting



Kitchen  
wizardry



Gym and  
bulge battling

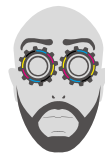


Galleries  
and museums

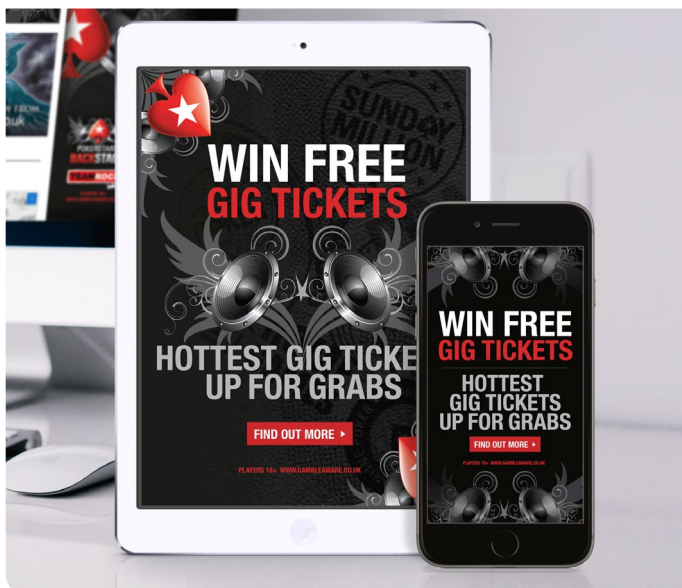


Gigs and  
theatre





**MARKCRITCHELL**  
ARTDIRECTION. GRAPHICDESIGN. ILLUSTRATION.



## PRINT and INTERACTIVE DIGITAL PROMOTION

**SECTOR:** Branding | Advertising | Marketing |  
Image manipulation | Illustration

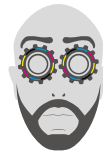
**COLLATERAL:** Print adverts | Fully-interactive  
tablet and mobile promotion

**CLIENTS:** Bollé | Audible | Poker Stars | Nintendo

[TAP HERE TO VIEW FULL PROJECT](#)

# ADVERTISING.





# MARKCRITCHELL

ARTDIRECTION. GRAPHICDESIGN. ILLUSTRATION.



## TIMES HIGHER EDUCATION UNIJOB'S RE-BRANDING

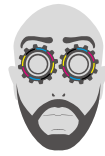
**SECTOR:** Branding | Advertising | Marketing |  
Pitch presentation | Illustration and infographics

**COLLATERAL:** Brochures | Print adverts | Online  
promotion | Exhibition stand | Digital presentations

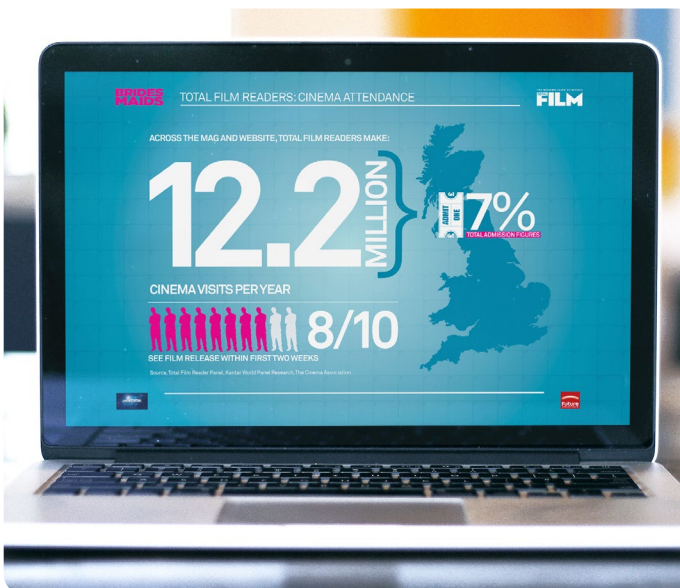
**CLIENT:** TES Global

[TAP HERE TO VIEW FULL PROJECT](#)

# BRANDING.



**MARKCRITCHELL**  
ARTDIRECTION. GRAPHICDESIGN. ILLUSTRATION.



## UNIVERSAL STUDIOS 'BRIDESMAIDS' TOTAL FILM POST-CAMPAIGN PITCH PRESENTATION

**SECTOR:** Pitching | Branding | Marketing | Illustration | Infographics

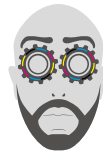
**COLLATERAL:** Digital presentation

**CLIENT:** *Total Film*, Future Publishing

[TAP HERE TO VIEW FULL PROJECT](#)

# INFOGRAPHICS.





# MARK CRITCHELL

ARTDIRECTION. GRAPHICDESIGN. ILLUSTRATION.



## THE SFX 'OFFICIAL WALKING DEAD BOOKAZINE' in association with THE FX CHANNEL

**SECTOR:** Editorial design and layout | Image research and manipulation | Illustration

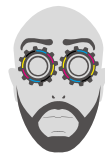
**COLLATERAL:** Complete 180-page magazine

**CLIENT:** SFX, Future Publishing

[TAP HERE TO VIEW FULL PROJECT](#)

# EDITORIAL.





**MARKCRITCHELL**  
ARTDIRECTION. GRAPHICDESIGN. ILLUSTRATION.



## TIMES HIGHER EDUCATION BRANDING SOLUTIONS COMPLETE BRAND CREATION

**SECTOR:** Branding | Advertising | Marketing |  
Image manipulation | Illustration

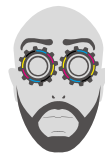
**COLLATERAL:** Brochures | Print advertising |  
Online promotion | Exhibition stand

**CLIENT:** TES Global

[TAP HERE TO VIEW FULL PROJECT](#)

# BRANDING.





**MARKCRITCHELL**  
ARTDIRECTION. GRAPHICDESIGN. ILLUSTRATION.



## BOYS TOYS 'TEE SHIRT' PHOTOSHOOT and FEATURE

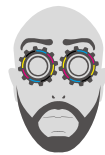
**SECTOR:** Photoshoot composition | Art direction |  
Image manipulation | Illustration | Editorial design  
and layout

**COLLATERAL:** Seven-page feature | Ed leader page

**CLIENT:** Boys Toys, Freestyle Publications

[TAP HERE TO VIEW FULL PROJECT](#)

**ILLUSTRATION.**



**MARKCRITCHELL**  
ARTDIRECTION. GRAPHICDESIGN. ILLUSTRATION.



## FUTURE PUBLISHING 'SPORTS PORTFOLIO' MARKETING COLLATERAL

**SECTOR:** Branding | Advertising | Marketing |  
Pitch presentation | Illustration | Image manipulation

**COLLATERAL:** Brochure | Print adverts | Online  
promotion | Exhibition stand | Digital presentations

**CLIENT:** Future Publishing

[TAP HERE TO VIEW FULL PROJECT](#)

# MARKETING.





**MARKCRITCHELL**  
ARTDIRECTION. GRAPHICDESIGN. ILLUSTRATION.



## BOYS TOYS 'SPORTS SHOE' PHOTOSHOOT and FEATURE

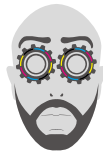
**SECTOR:** Photoshoot composition | Art direction |  
Image manipulation | Editorial design and layout

**COLLATERAL:** Eight-page feature

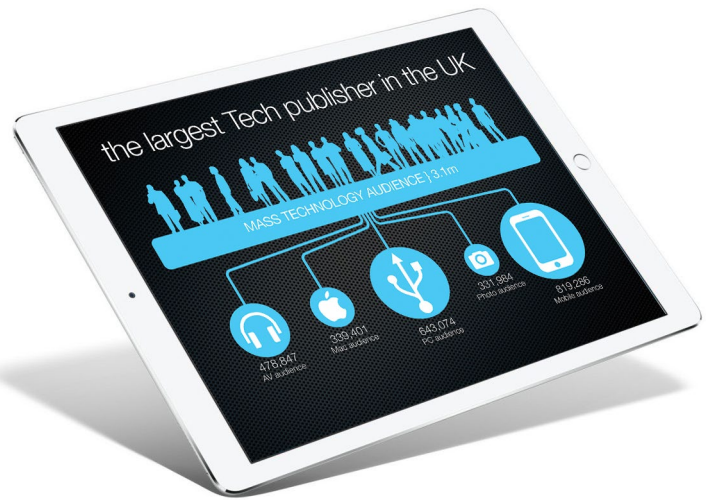
**CLIENT:** Nike | Adidas | Hi-Tech | Chung Shi |  
Umbro | Boys Toys, Freestyle Publications

[TAP HERE TO VIEW FULL PROJECT](#)

**ARTDIRECTION.**



**MARKCRITCHELL**  
ARTDIRECTION. GRAPHICDESIGN. ILLUSTRATION.



### T3 | TECH PORTFOLIO and OFFICIAL PLAYSTATION PITCH PRESENTATIONS

**SECTOR:** Pitching | Branding | Marketing |  
Illustration | Infographics

**COLLATERAL:** Digital presentations

**CLIENT:** Official Playstation and T3 | Tech Portfolio,  
Future Publishing

[TAP HERE TO VIEW FULL PROJECT](#)

## INFOGRAPHICS.