

MARK CRITCHELL



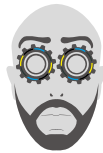
ART DIRECTION.



GRAPHIC DESIGN.



ILLUSTRATION.



MARK CRITCHELL

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 Pizza Hut, Motorola Lenovo, Glen Dimplex, PayPal, DeLonghi, 20th Century Fox, Dell, The Premier League, 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.

SKILLS and DESIGN EXPERIENCE

- Advertising and Marketing.
- Static and animated web promotions.
- Interactive PDF and PowerPoint presentations.
- Exhibition stands and large-scale promotion.
- Fully-interactive tablet and mobile (Adobe DPS / Ceros).
- Illustration, Icons and Infographics.
- Copywriting and Editing.
- Branding and Corporate ID.
- Composing and Art Directing product and lifestyle photo shoots.
- Brochures and point of sale collateral.
- Photo manipulation and colour correction.
- Art team mentoring.
- Website and Email Visuals.
- Packaging, Posters and Album artwork.



Adobe Photoshop



Quark Xpress



Adobe InDesign



MS Office with PowerPoint



Adobe Illustrator



Adobe DPS



Adobe XD



Ceros

PROFESSIONAL EXPERIENCE

SENIOR DESIGNER

July, 2019 - February, 2020

BIG GROUP, LONDON

Creating and contributing to many successful pitches and presentations, designing web and social assets, email templates and mini-site visuals, point of sale, posters, brochures and event collateral for clients that include Mastercard, Openreach, Pizza Hut, The North Face, Seadrill, DeLonghi, Kenwood, Samsung, Braun, Vodafone, Hyundai, BT, PayPal, Barclaycard, Glen Dimplex, Motorola Lenovo and Toolstation.

FREELANCE DESIGNER

2016 – June, 2019

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

TARGET LIVE | RED CONSULTANCY | BURN MARKETING | ADIDAS | THE TELEGRAPH | CITYWIRE | EXPEDIA TES GLOBAL | SCHOLASTIC | FIRST PUBLISHING | MIDDLESEX UNIVERSITY | HEADPRESS | ONE GTM | HOBS LONDON BUSINESS SCHOOL | SMITH & NEPHEW | FEAST MARKETING | AVERY DENNISON | ENGINE GROUP

Working both in print and online, designing lucrative high-profile marketing collateral for brands that include Adidas, O2, Blood Brothers, *The Telegraph*, Shrek, TSB, Mastercard, Expedia, British Heart Foundation, The Premier League, Nickelodeon, Shortlist, 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, LONDON

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

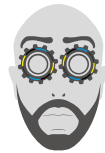
2009 – 2014

FUTURE PUBLISHING | TEAM ROCK, LONDON

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*.



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PROFESSIONAL EXPERIENCE

CONTRACT COMMERCIAL PLANNING DESIGNER

2011 (Eight-month contract)

FUTURE PUBLISHING, LONDON

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.

SENIOR DESIGNER and ART DIRECTOR

2005 – 2009

FREESTYLE PUBLICATIONS, POOLE

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 (*On The Tee*)

2001 – 2004 (*Tee Times*)

HAMPSHIRE MEDIA, WINCHESTER | TEE TIMES GOLF PUBLICATIONS, WHITCHURCH

I created, designed and edited all pages of *Tee Times* – a new monthly golf magazine. Created the corporate ID, marketing material and designed around 90 per cent of all client's advertising that was booked every month. I then created 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.

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