



# JAMES NEWSON

## CREATIVE ART DIRECTOR

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### PROFILE

I'm an art director with over 17 years' experience in the design industry, specialising in digital to craft user-centred experiences that are pixel perfect.

I love to work in collaborative environments and believe that you can only get happy clients and consumers by providing well-rounded solutions with UX at their heart.

Working with brands to develop strategic relationships and intelligent solutions, from concept to delivery, I have had the opportunity to work in a variety of scenarios, and whether client side, agency, or freelance, the experiences gained have helped me develop a strong set of skills to draw upon.

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### SKILLS

Concept generation & development | Meticulous eye for detail | Able to digest complex ideas and form intuitive user experiences based around User Centered approaches | Understanding of client needs and able to adapt quickly | Clearly and succinctly communicate with clients

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### CAREER HISTORY

#### James Newson Ltd | Freelance Art Director

##### Lost Boys

Oct 2014 - Feb 2015

Art Direction and design for an innovative, responsive investment platform. Working closely with UX and development teams in an agile environment to produce in-browser design solutions.

##### Digitas LBi

Jan 2014 - Oct 2014

- Lead designer for Honda on the design and rollout of responsive module concepts.
- Worked across both application and responsive dotcom redesigns for Cathay Pacific Airlines. This was a challenging agile project working closely with UX to form rapid prototyping models.
- Lead designer of the UX workflows, styling and design concepts for a Sony product campaign.

I also had the opportunity to work on concepts and designs for E.ON, AstraZeneca and GSK

##### Saatchi & Saatchi

Nov 2013 - Jan 2014

Development and design direction for the creation of a brand guardian manual for Pampers.

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#### We Love Digital | Senior Art Director | London / Sweden

Sept 2010 - Sept 2013

Whilst at We Love Digital I was challenged, thrived on new experiences and forged professional relationships, which saw solid growth in the agency. Working with the larger accounts I was a key member of the team specialising in digital strategies and guiding the direction of clients' needs.

In particular, I played a senior role in our working relationship with Sony, which saw me relocated to Sweden for 10 months for the launch of Sonymobile.com. My position was to provide strategic UX-led design direction which would form the basis of the company's newly formed direction as they shifted from Sony Ericsson to Sony Mobile.

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Providing strategic direction, art direction – involving collaboration with multiple European agencies – coupled with solid UX understanding making sure that we consistently deliver above client expectations.

- Sony, Sony Mobile, MTV, L’Oreal, Coca Cola, Kingfisher Beer, World MS Day and Emirates
  - Developed strong relationships with clients to establish growth in the agency
  - Helped develop the Sony account growing it from £220K to £440K per quarter.
  - Built and managed a solid design team, supporting them in their development
  - Oversaw creative output from the complete agency
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**Bluzero ltd** | Freelance Art Director | London

March 2009 - Sept 2010

Working on a variety of projects whilst freelancing from start-up apps, agencies and large organisations, all provided me with invaluable experience that added to my established skillset. I was able to understand the importance of UX and provide first-hand knowledge and direction to projects, which needed insight and maturity to perform.

Working with clients such as RBS, ThinkIS, Coca Cola, IBM, GPJ and the BBC.

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**IMG Media** | Senior Designer | London

May 2005 - March 2009

IMG Media is a top 100 London agency servicing a varied array of clients, providing them with a host of solutions. Design budgets ranged from a modest £50k through to the more substantial £250k, all of which came under my management remit and creative direction.

- 2008 BIMA Award - Best Website Production - Opengolf.com
  - Art Direction and design management for major clients such as Opengolf, R&A, Manchester City, Darlow Smithson and Sony Ericsson’s Run to the Beat.
  - Management of a 4 person design team.
  - Concept and development generation for Coca Cola, MSN and BBC.
  - User experience development for online applications.
  - Worked with Microsoft in developing a complex silverlight platform.
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**TWli** | Interactive Designer | London

May 2000 - May 2005

- Utilising effective technology to enhance the user experience and design interaction.
  - Art Direction and interface design for interactive television.
  - Mobile phone interface design for Vodafone sports service.
  - Management of freelance resources for specific project involvement.
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**Straight Line International** | Graphic Designer | New York

Oct 1999 - May 2000

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**IMG - Creative Services** | Graphic Designer | London

1998 - Oct 1999

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## EDUCATION

BA(Hons) Graphic Design 2.1 | Colchester Institute of Design | 1995 - 1998

BTEC Communication Design | Colchester Institute | 1993 - 1995

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## REFERENCES

Available upon request