

JAMES NEWSON

CREATIVE ART DIRECTOR

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Profile

I'm a art director who loves specialising in digital - crafting great experiences that are pixel perfect, and helping them evolve from concept to delivery

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, 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.

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

Career history

James Newson Ltd | Freelance Art Director

Digitas

Aug 2018 - March 2019

Working as Design Lead on the redesign for HSBC's future global banking platform from project discovery through to final concept vision.

With an aggressive timeline and a complex stakeholder system to navigate we designed a simplified visual system and UI that utilised behavioural data to create more meaningful and relevant experiences for customers.

HELPFUL.world

Jan 2018 - Jun 2018

A small and focused startup where I designed a platform for mobile and online applications to help tackle the rise and recycling of single use plastic. Working with offsite development teams and in-house clients we delivered a new strategy for getting people to ditch single use plastics in favour of more sustainable solutions

Sapient Razorfish

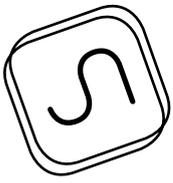
Aug 2016 - Dec 2017

Working as part of a Digital Lab for Lloyds bank, I worked on a number of projects which were all aimed at improving the customer experience around the suite of products Lloyds offers. I also set up new techniques within the group which aimed at improving the design system, and it's effectiveness across the multiple teams in the Lab.

Hugo & Cat

Dec 2015 - Jun 2016

Art Director for the Sony Global account, which required overseeing design direction for a number of new product launches across a varied spectrum of the Sony range. Fast prototyping and product page developments were needed to coordinate with teams in Japan.



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Digitas LBi

Jan 2015 - Jul 2015

Lost Boys

Oct 2014 - Jan 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

Dec 2013 - 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 launch campaign.

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

Saatchi & Saatchi

Oct 2013 - Dec 2013

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

We Love Digital | Senior Art Director | London / Sweden

Sept 2010 - Sep 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.

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.

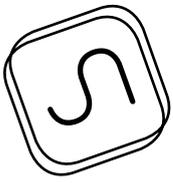
- Sony, Sony Mobile, MTV, L'Oreal, Coca Cola, Kingfisher Beer, World MS Day and Emirates
- Developed strong relationships with clients to establish growth in the agency
- Helped develop the Sony account growing it from £220K to £440K per quarter.
- Built and managed a solid design team, supporting them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

Bluzero Ltd | Freelance Art Director | London

Mar 2009 - Sep 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 - Mar 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.

TWii | 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.

Straight Line International | Graphic Designer | New York

Oct 1999 - May 2000

IMG - Creative Services | Graphic Designer | London

Sep 1998 - Oct 1999

Education

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

BTEC Communication Design | Colchester Institute | 1993 - 1995

References

Available upon request
