

Dan Campling
Creative

Curriculum Vitae

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Curriculum Vitae

Personal Statement

I have worked in the design industry for 14 years, my last positions being that of Senior Creative/Art Director and Creative Manager/Head of Design. My passion for design and helping those around me achieve great results for our clients (and themselves) is what drives me in my career. As well as my creative skills I also bring project and people management abilities. In a previous role I oversaw and worked on all creative output (print and web), and managed the creative staff, further detail can be found under 'Work Experience'. I am now looking to move on to a Head of design or Team leader role with a view to becoming a Creative Director.

In short, I will be a very creative, loyal, fun, hardworking and motivated member or leader of any team.

Key Skills

Ideas!, graphic design, art direction, web design, typography, illustration, marketing campaigns, copy-writing, complete working knowledge of building hardworking, accessible web sites, great client rapport and the encouragement and guidance of less experienced team members.

Software

The usual suspects...Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe Fireworks, Quark Xpress, Word, Keynote, PPT and XL.

Hardware

Layout pad, pencil, magic marker...kettle

Career so far

Senior Creative/Art Director - Flipside Group, Cranleigh, Surrey
(January 2008 - Present)

A large agency with a staff of 50 I work closely with the Creative Director and Production Manager as the Senior member of a studio of five other Designers and Artworkers, I work across all creative disciplines and often take creative lead on projects. I enjoy lots of client involvement and have also brought some new workflow and organisation ideas with me. I also oversee degree level work experience students.

Freelance

(October 2007 - January 2008)

Due to redundancy I worked as a freelance for both personal clients and at different agencies, whilst looking for new full time positions

Career so far (continued...)

Creative Manager/Art Director - The Escape, Basingstoke, Hampshire

(March 2004 - October 2007)

Having joined The Escape as a middle weight designer I was promoted to Senior Designer and then Creative Manager, my duties for the latter were:

- Oversee and sign off all creative output for both print and web
- Lead kick off/brainstorm sessions
- Work on creative projects in teams or alone
- Take briefs and present to client
- Create briefs along with Account Managers
- Studio staff development - including appraisals
- Studio staff recruitment - designers and artworkers
- Scheduling of creative projects
- Engage with academic establishments to attract new talent for work placements

Graphic Designer - True Colours, Fleet, Hampshire

(Oct 1999 - March 2004)

Key member of a close-knit studio of 4 under a Creative Director, we produced direct marketing, point of sales pieces, corporate identity, sales promotion and advertising both for print and web.

Initially I also worked in the repro. dept. creating print ready artwork, and outputting film.

Reason for leaving: Company bought out by The Escape

Graphic Designer - Adline Group, Basingstoke, Hampshire

(Jan 1995 - Oct 1999)

- 1996-1999 Graphic Designer/Artworker
- 1995-1996 Studio Assistant/Junior Designer

My first job after college. As this company was predominantly a printers, I gained a great working knowledge of the litho print process, which has proved invaluable through out my career.

Reason for leaving: Approached by True Colours to work in Design and Artwork

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Training

June 2006 - CIPD: Introduction to Management

This course is designed to help managers to become fully effective in their roles. It is practical, relevant and developmental, including pre-course work, case studies, examples of management theories and practices, and personal development plans.

August 2002 - Macromedia Fireworks

Introduction to this valuable web design application

Education

Farnborough College of Technology, Farnborough (1992-1994)

Graphics with Business: Distinction

Courtmoor School, Fleet, Hants (1987-1992)

10 GCSE's above grade C

Achievements

Work related: I devised and applied at both Flipside and the Escape a simple stamp system to ensure smooth work flow, awareness and accountability across all creative projects from initial concept to final sign off for print or web build.

I was very proud to have projects nominated for Benchmark Awards in 2007 and to see the 'Twenty is plenty' campaign rolled out across Hampshire in 2008 which included my illustrations on road signs across the county. I still get a buzz when I drive past one of those little snails!

Personal: I help organise and captain a team in the 'Mike Ritchie Memorial day', an annual community charity event consisting of football matches and after party in remembrance of a close friend and raise lots of money for charity.

Hobbies & Interests

In my spare time...I ride in motorcycle trials (think 'Kick Start'), am enthusiastic about football (having played from ages 8 - 30), collect music (old vinyls mostly), I love cooking (especially for others), gardening, cinema, illustration - most things to do with the arts, comedy, laughing, helping others and having fun.

References

Paul Nash, Creative Director, fifty50: 01252 623 100

Craig Killick or Jacqui Sanwell, The Escape: 01256 334567

"Dan is one of those rare individuals that, despite being in the industry for many years, still has an unbridled passion for design and is visibly enthusiastic towards any project that provides the latitude for creativity. He is extremely loyal and genuinely cares about the performance of the company; a real asset in this day and age."

Daryll Scott, Former Managing Director True Colours 0118 900 1527