

# Hello again

that's me

## AD74 / Andrew Austin Davies

objective

I am currently looking for challenging opportunities, where I can apply my design, strategic thinking, branding skills and attention to detail, to dynamic and innovative interactive projects in a positive and creative environment.

and here's a picture



### Personal Information

b. 10.07.1974  
n. British  
g. Male

### Contact Information

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### Technical Skills

what I use

Acrobat  
Dreamweaver  
Fireworks

Flash  
Freehand  
Illustrator

Imageready  
Keynote  
Photoshop

Premier  
Quark

### Disciplines

what I do

Advertising  
Brochures  
Copy Writing

Corporate Identities  
Direct Mail  
Digital Television

Exhibition Design  
Packaging  
Point of Sale

Web Design  
XHTML  
CSS

### Education

how I started

Ravensbourne College of Design and Communication '94 - '97  
3 years B.A. Honours Course - Visual Communication Design

Mander College of Higher Education (De Montfort University) '92 - '94  
2 year Foundation & B.T.E.C. in Graphic Design

Redbourne Sixth Form and Community College '90 - '92  
A Levels

Rushmoor School for Boys '83 - '90  
GCSE's

### Awards

happy customers

blueyonder  
2004 Finalist:  
"Best broadband ISP"  
PC Pro Awards

T-Mobile  
2007 Winner:  
Online Retailer of the Year  
(Mobile Choice Awards)

Mothercare  
2008 - 9 Winner:  
Best Shopping Website  
(Mother & Baby awards)

Small Luxury Hotels  
2010 Winner:  
World's Leading Luxury Hotel Brand Website 2010  
(World Travel Awards)



## Work Experience

where i've been

08.2010 - Present / Freelance Interactive Designer & Art Director  
[ADsevenfour LTD](#)

Freelance interaction design, art direction, brand consulting and standards compliance.  
Contracted for: ORM, ITV studios, IRIS Worldwide, Grand Union, Pentland Worldwide.  
Clients: IOKO, Pixel Group, ITV, Channel 4, TFL, RBS, Sony Ericsson, Speedo.

10.2009 - 08.2001 / Senior Designer, Fortune Cookie  
[Independent Top NMA UK design agency \(New media age\)](#)

Design, brand / style guidelines creation and maintenance, working closely with PM's, UID and UX departments.  
Daily design critiques to improve and develop design skills, designing and planning for new technologies. Lead designer on several projects, participant in user / AB testing sessions. Continued close understanding of latest design & technology trends and applying them wherever possible.

09.2009 - 11.2007 / Senior Designer, Design UK  
[Independent Top NMA UK design agency \(New media age\)](#)

Design, overseeing delivery, conceptual + strategic thinking, brand creation, creation and maintenance of all style guideline documents and ongoing production work. Working with information architects, web developers, account management, project management and the client on each project to maintain and improve design, delivery and processes in all aspects of the work.

07.2006 - 11.2007 / Senior Designer, Complete Communications  
[Top 10 UK design agency \(New media age\)](#)

08.2002 - 07.2006 / Team & Lead Designer, Telewest Communications  
07.2001 - 08.2002 / Designer, Telewest Communications  
[Ranked FTSE 100 company](#)

04.2000 - 06.2001 / Senior Designer, The Escape Design Company  
[Small multi-disciplined design agency](#)

1996 - 2000 / Designer, Firkbank Kempster, Integrated Communications  
[Third largest global exhibition company](#)

02.1998 - 06.1998 / Designer, Motorcycle News  
[Owned by EMap - One of the largest publication houses in the United Kingdom](#)

12.1996 - 06.1997 / Designer / Production Assistant, BBC  
[Television Centre, British Broadcasting Corporation](#)

05.1996 - 10.1996 / Lead Designer, Bates Cambodia  
[Sister company to Saatchi and Saatchi with over 150 offices worldwide](#)

## Interests

inspirations

Design. Typography. Illustration. Graffiti. Architecture. Photography. Product design. Information design. Multimedia. Brand development. Advertising. Reading. Music. Skateboarding. Snowboarding. Wakeboarding (badly). Motorcycles. Hot rods. Pool. Friends. Travelling. Americana. Body modification. RSS feeds.

## Highlights

good stuff

Living and working for Bates Design in Cambodia at the age of 21.  
Being awarded the best design student of the year of my BTEC course.  
Working with Bruno Maag on my typeface for blueyonder.  
Being featured in .Net magazine.  
Version 3 of my portfolio being featured on numerous CSS showcase sites.  
Working with (and then becoming friends with) some of the most talented people in the industry.