



## **CURRICULUM VITAE    John Saunders, Senior Digital & Graphic Designer**

**INTRODUCTION**    An accomplished senior designer with over twenty five years' experience. A seasoned team player comfortable with both brand-based and creatively-led briefs.

**KEY SKILLS**    Experienced in Adobe Creative Cloud – Photoshop, Illustrator, InDesign, Dreamweaver & Animate.

Experienced in a variety of UI prototyping software, including Figma, Adobe XD, InVision Studio & Miro.

Experienced in creating printed collateral, including annual reports, marketing and advertising material, from original concepts through to final artwork.

Excellent responsive development HTML5, CSS3 & SASS skills.

Proficient at building responsive HTML email templates in leading email marketing software – Mailchimp, Adestra, Salesforce & Marketo.

Proficient with Macintosh and Windows platforms.

Adept at managing and implementing cross-media brand guidelines.

Experienced team player also capable of working on own initiative.

## **RELEVANT EXPERIENCE    FREELANCE, LONDON (April 2005-Present)**

Working directly with a number of clients, throughout the UK and globally, across a diverse range of industries and communities.

Work undertaken includes:

Performing a role as creative lead to develop a range of printed and digital marketing collateral, promoting the activities of a trade association, ACE.

Working with leading digital media and advertising agencies, including Momentum, Tullo Marshall Warren and Indicia.

Online and offline brand development of two fashion boutiques.

Developing the brand identity and web site designs for a recruitment agency, Working Mums.

Working within the creative department of a global B2B publisher, Reed Business Information.

Live sites include:

[www.acenet.co.uk](http://www.acenet.co.uk)

[www.plasticityforum.com](http://www.plasticityforum.com)

[www.50stmaryaxe.com](http://www.50stmaryaxe.com)



**RELEVANT EXPERIENCE**    **TURNER BROADCASTING, LONDON (June 2010-June 2011)**

Senior Designer, working within the digital team at Turner Broadcasting.

Work undertaken includes:

Redesigning the pan-European Cartoon Network web sites, incorporating elements from the global branding and developing new sections to showcase additional content and features.

Developing the Cartoon Network brand across various interactive media and platforms, including e-mail newsletters and YouTube skins.

Working extensively with a range of Turner entertainment channels, including Cartoon Network, Boomerang, Cartoonito and Adult Swim, developing designs and animations to promote new shows.

Creating online advertising to promote new content and shows on the Cartoon Network and Boomerang web sites.

**KUBE MEDIA, LONDON (February 2002-April 2005)**

Senior Designer at KUBE, an integrated design and advertising agency.

Overseeing and creating every element of interactive content from initial design stages to final development.

Working extensively with a broad range of international clients, including real estate companies, film and television production houses, pharmaceutical companies and fashion boutiques.

Projects included HTML and Flash web sites, viral marketing campaigns, online promotions, DVD, CD Rom and online presentations.

Client work included IMS Health, OR Madarat, Orpi, Spoylt, Tashia, Cyan Books, AsiaHouse, Incorporate and Vanguard Brand Management.

**FEREF, LONDON (May 2001-February 2002)**

Senior Designer at FEREF, an integrated design and advertising agency.

Creative lead in the new media division of an advertising agency, specialising in the entertainment and film industries.

Projects included HTML and Flash web sites, viral marketing campaigns, online promotions, bespoke Flash games and interface designs for online and offline applications.

Client work included Pathé, United International Pictures, Syntegra, IMS Health, Cartoon Network, The Discovery Channel.

Online promotions for major film releases, including Shrek, Tomraider, American Pie 2, The Fast And The Furious.

**RED HOT CHILLI, LONDON (December 2000-May 2001)**

Senior Designer at Red Hot Chilli, a digital solutions provider.

Key member of a ten-strong creative team originating, designing and building multimedia solutions.

Client work included J. Walter Thompson, McCann-Erickson, Foxtons, Asahi Beer, Kraft Foods.

Internal projects included application of brand guidelines to a range of corporate literature and stationery as well as design/implementation of Red Hot Chilli's own web site.



**RELEVANT EXPERIENCE** **OGILVY INTERACTIVE, LONDON (September 2000-December 2000)**  
Designer in the interactive division of global advertising agency Ogilvy.  
Part of a team designing European web sites for American Express.  
Contributed to full project life cycle, from original concept to implementation.

**BLUEWAVE, LONDON (August 1998-August 2000)**

Designer for an international webspace management company.  
Coordinating with clients, project management teams, programmers and web developers to build web sites, from original concept stages through to live sites.  
Client work included Reebok, General Electric, GlaxoSmithKline, British Airways, Volkswagen, Sky Broadcasting.  
Rewriting the production process for design roles within the company.  
Spent three months in U.S. as part of team establishing a New York office.

**OPEN WORLD, BATH (October 1997-July 1998)**

Part-time position in Bath-based multimedia company.

**EDUCATION** **1995-1998 BATH SPA UNIVERSITY COLLEGE**

BA (Hons) Degree in Graphic Design, specialising in multimedia.

**1994-1995 BEDFORD COLLEGE**

BTEC Foundation Course at Bedford College, distinction grade.

**1989-1994 SAMUEL WHITBREAD UPPER SCHOOL, SHEFFORD**

Advanced level: Design (A), Art (B), Business Studies (B)  
AS level General Studies (A)

GCSE: Design (A), Art (A), Maths (A), Business Studies (A),  
Science (A), English (B), Humanities (B), French (C)

**REFEREES**

**TOM BURR**

Technical Director  
Two Thirds Water  
Contact details on request

**GRAHAM PONTIN**

Director of Policy, External Affairs  
and Communications  
FIDIC  
Contact details on request

