

Tom Read

www.dafttom.com • dafttom@mac.com • 07949 006946



Senior graphic artist, designer and illustrator

Passionate and creative designer and illustrator with over 13 years professional design experience in both print and digital. Experience of creating and completing full campaigns from concept through to delivery as well as one off pieces.

A true team player exemplified by the work at Electronic Arts where effective team working was essential with the London, European and US teams to ensure deadlines and quality were always met. This was rewarded with a promotion and above target pay awards. Previous freelance work also means the ability to work independently when required. Experienced in establishing and managing teams as well as all the required project processes to ensure successful project delivery.

Senior graphic artist, POGO Europe at Electronics Arts, 2006 – present day

www.pogo.co.uk www.pogo.fr www.pogo.de

Lead creative for branding, marketing promotions, features, user experience, animation and character design for POGO Europe. This includes:

Creative

- creating and managing art and design requirements for the three European POGO territories
- being the creative lead in brainstorming briefings with marketing teams
- producing landing pages, animated ad banners, illustrations and features on time and on budget
- setting project look and feel, and passing on and briefing junior team
- being the creative brand guardian, establishing distinct EU look and creating brand and tone of voice guidelines
- overseeing and managing externally produced artwork
- creating design led projects from brief writing to consultation with marketing or engineering team leaders
- overseeing all corners of the live sites from a design perspective
- ensuring projects go live on time, fulfill the brief and work as intended
- producing creative work for 3 different languages and lead on localisation design issues

Management

- managing the junior designers and contractors
- inspiring and mentoring web development team and junior creative team
- establishing team processes and managing work and team deadlines
- liaising closely with internal marketing teams, giving creative and brand guideline advice and leading input into the project objectives and outcomes during briefing meetings
- building and handling external client relations, including Hasbro
- working with community, retention, acquisition and localisation teams and collaborating to ensure all localisation design issues are being considered
- frequent trips to the POGO in US, to update Executives on EU projects and initiatives
- creating, managing and assuring design processes, from project folders structure, naming conventions and project tracking to ongoing day-to day prioritisation and scheduling time scales

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skills

- drawing, scamps, design and illustration from concept look and feel through to final delivery
- print: corporate identity, logos, brochures, flyers, marketing design, posters, flyers, newsletters, POS, brochure, newsletters, licensed character style guides
- online: website design, landing page, newsletters, wire-framing, user interface design, interactive and animated Flash design including ad banners, tutorials and game demos
- illustration: character design, licenced character art, icon design, advertorial and editorial
- software: highly proficient in Adobe Illustrator, Photoshop, Flash, InDesign, Acrobat and QuarkXpress. Mac and PC

history

Freelance graphic design and illustration, 2001 – 2006

Clients included: Cartoon Network, Warner Bros, BBC, Starbucks, RAC, Lambeth Council, RAF, Castrol GTX, Woolworths, PricewaterhouseCoopers and Learndirect

Five years of creative design, working in a wide range of environments and companies, for print and web. This included corporate identities, newsletters, licensed character style guides, editorial illustration, interactive flash design covering online e-learning tutorials and marketing promotions.

Middleweight designer

Fi System / The KORD Group, 1998 – 2001

Clients included: Alcatel, BBC, DTI, Ericsson and Hasbro

Design for print at this multi-disciplined design agency. Work included logos, brochures, annual reports, editorial and promotional material for mainly business to business.

Junior designer

Lloyd Northover Citigate, 1996 – 1998

Clients included: BNFL, Department of Education, Railtrack and Tesco

Corporate branding agency. Working primarily with the Art Director on corporate identity, annual reports and accounts as well as editorial illustrations.

education

HND Graphic Design

Loughborough College of Art and Design, 1994 – 1996

First Diploma / ND Graphic Design

Suffolk College, Ipswich, 1991 – 1994

passions

Comics as pop media and graphic art. Cinema in all its forms - animation to kitchen sink, blockbuster to foreign art films, but especially any retro sci-fi. Anything created by Apple. Micro gadgets. H2G2.

references

Available upon request

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