

Russell Webb

Creative Director

Based in central London

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Key skills

I am a creative lead specialising in online and mobile with an expertise in branding, concepts and print. I have over fifteen years' design and managerial experience in brand ID, developing new business pitches and have implemented online concepts across many industries including financial, home ents, telecoms, FMCG and retail.

Work experience

- 07/11-12/11: **Steely Eye Digital Media**
Creative and technology agency specialising in the mobile space
Job title: *Creative Director (Team:4)*
 - Lead creative work in new business and existing clients, including concept/design and interactive/web/mobile web and app design
 - Deliver a concept to it's completion in a professional, engaging and persuasive manner
 - Clearly communicate and educate creative direction to all departments
 - Manage art direction, design, copywriting, and UX/UI plus creative tech
- 04/11-06/11: **Loky.me**
Start-up App house with its roots in game development for Motorola
Job title: *Creative Director*
 - Developing app marketing concepts across Loky.me
 - Designing for Android, Blackberry and Nokia with a passion
- 03/10-03/11: **MIG (Mobile Interactive Group)**
Job title: *Creative lead*
 - Mobile web and App design for Barclaycard / Barclays across iPhone and Android
 - Consumer experience and App concept generation for M&S, New Look, Rimmel and many more
- 01/09-02/10: **Freelance Creative Lead**
Job title: *Senior Creative*
 - Online interface design with new logo and brand ID for high end A/V specialist
 - Brand ID, logo refresh, wireframe and new online presence for Parisian IT supplier APS
 - Develop brand ID, website concepts and graphic stationary for VC SME's
- 02/08-12/08: **Coutts Creative - part of the Bezier Group**
The largest retail marketing design agency in the UK
Job title: *2D Retail Group Head (Team: 6-8)*
Group Head specialising in BTL solutions for many UK brands incl: 3 mobile, GSK and Disney.
 - Instrumental in three successful pitches generating £1.8M in client spend
 - Senior creative developing campaign driven sub brands for Disney's DVD on TV
 - Lead creative for retail orientated campaigns for Superdrug, Asda, Sainsbury and Warner Bros
- 11/07-02/08: **Freelance Brand Designer**
Design and consultation for service and town planning in emerging markets.
Job title: *Senior Design Consultant*
Contracted brand and design consultant for Czech industry-leader in parking solutions
 - Developed a strategic direction to raise awareness for future financial backers and partners.
 - Developed brand ID directions for Al Wasl, a US\$12 billion urban community in Riyadh, Saudi.

- 10/05-10/07: **Allen International**
A Top 50 international design consultancy specialising in financial branding.
- Job title:** **Senior Designer** - Branding (contracted)
Brand designer for international financial clients.
- Designed a flexible graphics interior grid, kit-of-parts brand ID and communications for several European banks, including literature, signage and eventual guidelines.
- Lead brand designer on petroleum and financial clients looking to improve their retail offer through environmental segmentation and modern, contemporary graphics.
- 03/04-04/05: **Gardner Stewart Architects / Tibbalds Planning & Urban Design**
One of the UK's leading architecture and master planning practices.
- Job title:** **Head of Graphics**
Lead graphics creative for a 50+ architecture and planning practice in London Bridge
- Department head and Brand Guardian - managed the two companies' brand direction.
- 10/98-03/04: **image100**
A Corbis owned top five image library with over 20,000 images available in 40 countries.
- Job title:** **Senior Designer** (promoted from retoucher upwards)
Responsible for the complete brand awareness of the image library 'image100' in Soho.
- Brand ID - to include brochures, catalogues, cd design, photo-shoots DM and advertising.
Redesigned corporate ID including letterheads, business cards, logo, online presence, etc.
- 07/98-10/98: **Colin Hunt Design / Queensbury Hunt Levien / Tangerine**
- Job title:** **Freelance Graphic/Product Designer**
- Graphic design - corporate concept generation and illustrational mock-ups.
- Software tutorials: staff education on the benefits of new technology, especially Photoshop.
- 01/98-06/98: **LTC**
- Job title:** **Graphic Designer**
Initially a junior position at an expanding company specialising in targeted marketing.

Education

- 09/91-07/94: **Ravensbourne College of Design and Communication**
2:1 3D design - BA Hons
- 09/90-07/91: **Bournville Art College**
Distinction in foundation studies
- 09/85-07/90: **Haybridge High School**
2 (A) levels and 10 GCSE including Maths and English

Software

CS5 Premium - instructor level: InDesign / Photoshop / Illustrator / Flash / Dreamweaver / Acrobat
Web languages HTML and CSS
MS Office
Vectorworks

Interests

Travel - Around-the-world tour including SE Asia, Australia, South Pacific and North America
Other - Furniture / interior design, 5-a-side football, Mobile, Social Media, Information Design, French

Referees are available upon request.