



profile: **mark anderson** | creative direction

ethos: Design is a powerful communication tool that if used correctly, has a positive effect on those it touches.

Design is an expression of an idea, an emotive or rational communication. Good design defines my character, vision and emotional engagement with business, people and technology.

Through intelligent design and a willingness to explore new opportunities engaging creative solutions can be made which fulfill the needs of the client, consumer and originator.

experience: With over 12 years experience gained across various design and communication disciplines I have developed strong design, leadership and mentoring skills which enable me to originate and deliver high quality solutions. Ensuring that commercial considerations are met and creative limits are pushed beyond expectations.

Strategically minded with strong business acumen I have helped define and support direction, improved design quality and output, expanded client portfolios and built ambitious teams whilst working internationally across global brands.

method: By building teams based on 'non hero' foundations I ensure that a design culture develops that fosters creativity and supports the overall business proposition. Diplomatic leadership creates collaboration both between and within teams whilst providing focus and attention to support and ensure individual progression.

A greater understanding of the client through discussion, research and analysis ensures strategic business-led decisions. Allowing an end result to be formulated which fulfills short term gains in addition to meeting long term objectives. Cementing the client relationship and directing them into new and exciting territory.

results: Through increased ownership both as an individual and team, I enable measurable results while maintaining clear client objectives and ensuring value added services through well conceptualized and strategic design.



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career history:

MediaCatalyst

Nov '04 - Present | Snr Art Director / Associate Creative Director
www.mediacatalyst.com

- > Accountable for the delivery of innovative, well conceptualised and well-designed multi-platform solutions for projects (including new productions, existing properties and new business proposals). Ensuring that high level overview is retained whilst quality levels are continually improved for a varied client base. Responsible for the design team's performance, growth / development, reporting to senior management to maintain clear communication and meeting company objectives and goals.

specific responsibilities:

- > Accountable for a team of up to 15 people. Responsibilities include day to day management, strategic growth, staff recruitment, training and appraisals
- > Key in realising the potential of Media Catalyst as a young agency, improving / expanding portfolio by pitching concepts to existing and new clients
- > Improving quality and quantity of work by building team mentality with shared ownership ethos
- > Initiate and run weekly team meetings, project kickoffs / brainstorms, work critiques and project end reviews whilst improving business awareness and professional behaviour in the team
- > Integral in increasing profit margin to 10% above target figures
- > Work with information architects, business analysts, strategists and developers to achieve the 'best solution' within the constraints of the project
- > Started ongoing intern initiative with Dutch design school - Willem de Kooning - Rotterdam

clients:

Sony Ericsson, NXP / Philips Design, Speedo, Sony Europe, Dunlop, America Today, World Press Photo, ING, Schiphol, OMA, MediaMall, Wayfinder, MBuzz, Dr Ci:Labo, Ericsson, Yamaha, Amsterdam Admirals, KNMP, Tishman Speyer, Canon

case studies:

Sony Ericsson | www.sonyericsson.com

- > Ongoing brand development and implementation across entire site. Working with Wolff Olins and other SE suppliers
- > Development and integration of cross platform product specific and brand marketing campaigns
- > Overhaul of design and architecture to incorporate new findings in user behaviour. Resulting in improved feature rollout for Product Catalogue, My Phone and PlayNow sections
- > Development of SE services: PlayNow and MBuzz. Generating income from music, games and downloads. Positioning Sony Ericsson as an 'experience' brand which capitalises on the newly found Sony relationship

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career history:

case studies:

NXP (Philips Design) | www.nxp.com (Launch due: July 2007)

- > Helped build relationship with Philips Design. Servicing their digital needs through online / offline partnership and integration
- > Took newly developed offline brand guidelines and developed online presence for NXP (previously Philips Semiconductors)
- > Worked with two other suppliers to accomplish best solution for technical led user groups
- > Conceptualised, designed and project managed design for complex solution between three groups of stakeholders using the Backbase AJAX development platform
- > Co-ordinated design signoff between Philips Design, NXP and 3rd party developers

Sony Europe

- > Won four-way pitch to create digital one-to-one marketing that reflects the brand message "Like.No.Other"
- > Strategic implementation of innovative newsletter format rolled out across Europe integrating blogs, microsites and campaigns
- > Developed relationship to include five business areas of the Sony Corporation increasing open rates to a 45% high and click-through rates of up to 33%
- > Won 2-way pitch for Sony Walkman campaign site. Conceptualised, directed and designed to tight deadlines and budget incorporating three new product launches and cross-business strategy

Speedo | www.speedo.com

- > Revised digital positioning for Speedo resulting in a new online presence which integrates ATL, reinforcing their message as the 'number one' swimwear brand
- > Reworked architecture to accommodate both professional and fashion business groups as well as promoting Speedo heritage
- > Strengthened proposition by incorporating athletes and event information bi-weekly podcasts

Dunlop | www.dunlopsportmax.com (Phase 1, 2 & 3 launched. Phase 3 launch due: Aug 07)

- > Introduced 'Touch Technology' as brand value to reposition Dunlop within an overcrowded market. Helped develop parallel offline strategy to include increased dealer awareness of products and create touchpoints for consumers
- > Created forward looking four part strategy to best utilise Web 2.0 mentality
- > Held offsite workshops and briefings for client. Training Dunlop technicians, riders and other 'behind the scene' staff on site seeding, promotion and content generation
- > Supervised and coached junior team to take ownership and drive project forward

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career history:

TWI Interactive
(now: IMG Media)

May '98 - Nov '04 | Snr Art Director
www.imgworld.com

- > One of four original members responsible for creating and driving the vision of TWI interactive which grew to four offices globally, employing at its height over 180 people. Demonstrated strong problem solving ability, combining creative and business goals of company and clients resulting in some of the first to market broadband solutions.

specific responsibilities:

- > Overall creative responsibility for all design output of the UK office. Supervision of design output from satellite offices (Boston, Sydney and Hong Kong)
- > Responsible for resources of a team of up to 15 art directors and designers, staff recruitment, training, appraisals, team budget, client liaison. Direct reporting to senior management

clients:

Hutchinson 3G, FIFA, Harvey Nichols, HSBC, Open Golf Championship, Hewlett Packard, United Nations, Philips, Louis Vuitton, FC Barcelona, Manchester United, Brazil Football Association (CBF), Mobix, International Olympic Committee

IMG Creative

May '96 - May '98 | Designer > Art Director
www.imgworld.com

- > Set up and ran IMG Creative to provide printed marketing and promotional material, multimedia presentations and exhibitions to support sales of IMG and TWI properties as well as servicing IMG's global corporate needs.

specific responsibilities:

- > Established branding workshops for major international sporting events, federations and sponsors
- > Developed department into profit centre and expanded core business into corporate identity and promotional work for new and existing clients

clients:

Nobel Peace Foundation, World Cup Skiing (Carlsberg, BMW, Milka, Peak Performance), Millenium Committee, Premier League, BBC, International Olympic Committee, Wimbledon (Slazenger, Robinsons, IBM), Rugby World Cup, TWI Facilities

awards/education

- 2003 **BIMA** - Short listed - Accessibility and Usability - ManchesterUnited.Com
- 2003 **NLB Visionary Design Award** - Winner - ManchesterUnited.Com
- 2007 **Webby** - Honouree - Best Navigation and Structure - SonyEriccson.com - Product Catalogue

BA (Hons) Graphic Design	1993-95	School of Art and Design, Coventry University
HND Graphic Design	1991-93	School of Art and Design, Nene College (Northampton University)
OND Graphic Design	1989-91	Kent Institute of Art and Design, Canterbury
8 GCSE's - 'C' and above	1984-89	Aylesford Secondary School, Kent

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