

EDUCATION	2003	University of West England First class BA Hons degree in Graphic Design
	2000	De Montfort University Leicester BTEC DMU in Foundation Studies in Art and Design
	Previous	4 A-levels (Art, Media Studies, Psychology, General Studies) 11 GCSE (Art, Ceramics, Photography, Mathematics, Geography, Dual Science, English Language, English Literature, History, French)
EXPERIENCE	2010 –	Freelance Senior Art Director / Designer at Moving Brands During my year of freelancing at Moving Brands I've worked with companies such as Swisscom, Hitachi, Marsden Cancer Charity as well as pitch work for various client, including being a key member of the winning team for a large media brand account. Strong ideas, strategic thinking, perfect designs, client presentations, team management and organising photo shoots have all been inclusive within my role here.
	2009 – 2010	Freelance Senior Art Director / Designer During this year of freelance I worked for a variety of companies including AMV, Albion London, Imperial Leisure, Moving Brands, Profero, Pirata, RAPP and others. I've worked across a broad range of clients including Samsung, Walkers, Swisscom and Too Pure Records to name some and help to win a pitch for Charities Aid Foundation. Also I've been working direct to client with O2 and doing the odd bit of poster and cover art design for films and records. All in all, a good year for ideas, strong design and client presentations.
	2008 – 2009	Tonic, Senior Art Director / Designer During my two years with Tonic, I worked with many clients including Sony, Toshiba, Telenor and Kingston University. My role was strongly conceptual, taking my ideas through to design and production. I managed junior/middleweight designers and external production houses. Client facing presentations and strategic thinking were also encompassed within my role. I worked on pitch wins for Kingston University, BERR and Gerrard. I also completed large campaigns for Toshiba's Qosmio launch, Sony Car Audio, Kingston Business & Law January and September recruitment and Kingston's Faculty of Art, Design & Architecture revamp.
	2007 – 2008	Freelance Senior Art Director / Designer I freelanced for six months as a senior creative, offering concepts, art direction and design solutions on various projects in various companies. Some companies included Profero, Saatchi and Saatchi, Tequila, Digital Outlook and Tonic.
	2007	Mook, Senior Designer My six months at Mook was mainly spent working on the Mars account. My involvement within the team on the Mars.com project was concepting and development of the flash components for the site. I also did a brief design role on some advertising for Playstation's new PSP Slim & Lite campaign.

- 2004 – 2007 Dare Digital, Art Director / Designer
- During the three years I worked at Dare, I designed, conceptualized and pitched for a large range of clients including Sony Ericsson, Barclays, Lynx and Vodafone. I aided in winning business for Magnum as well as art directing and designing the project My Magnum. I was the chief conceptualizer and designer that won Dare's first US Unilever client 'All'. Apart from pitch work I undertook many design projects, the most successful being Sony Ericsson's 'Walkman Worlds' website. I took care of the art and music direction, was chief designer and directed the film shoot for the project. The site generated 800,000 unique visitors in the first two weeks alone, who spent an average of 13 minutes on site.
- 2004 Euro RSCG Interactive, Designer
- In the time I spent at Interactive I was heavily involved with the site maintenance for clients such as Budweiser, Talk to Frank and Peugeot. I designed the look and feel for the sites that promoted the areas of Burgandy and Corsica for the French tourist board Maison De la France. I also did frequent animations for the online advertising for BMI and BMI baby and assisted with design work on Polaroid's UK site refresh.
- 2003 – 2004 Euro RSCG Circle, Junior Designer
- Circle was a fantastic company to begin my career, as I was able to get involved with idea generation, design and production for nearly all on the client list. I designed on projects for Peugeot, Talk to Frank, Volvo, Budweiser as well as being part of the pitch winning team for the COI's R U Thinking campaign.

SKILLS

- Strong conceptualizing that demonstrates both imagination and practicality.
- Strong design skills with an adeptness in layouts and typography.
- A sound copy writing ability supports my creative ideas.
- Ability to run and direct film shoots.
- Good awareness of emerging and existing trends and technologies.
- Proficient in Photoshop and Illustrator. I also have a good working knowledge of InDesign, Adobe Premier, Adobe After Effects, Final Cut Pro and Power Point.

INTERESTS

I have an avid interest in art and music, I enjoy going to exhibitions, gigs and festivals and write a music blog in my spare time. Photography, film and film-making; are also of interest to me, particularly looking into film techniques and directing styles. Also, a bit of sport is good. I swim and snowboard whenever I get the opportunity.

REFERENCES

Please visit <http://uk.linkedin.com/in/hayleywatchorn> for some references from former colleagues. Other references are available on request.