

# JAMES ROSE

CREATIVE • DESIGN • TECHNOLOGY

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## PROFILE

Hi, I'm a Geek & Creative! I offer a rare blend of creative and design capability, coupled with technical know-how and skills; to provide exciting, insight-driven, unique ideas and approaches. With 13-years of experience in the creative sector, combined with my natural affinity with technology, I love to develop, lead and implement projects from conception through to delivery.

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## SKILLS



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## CLIENTS

Apple, B&Q, Barclays, Bayer, British Airways, British Army, Canon, Deloitte, Diageo, easyJet, EMI, GSK, IKEA, KPMG, Lloyds, Macmillian Cancer Support, Marks & Spencers, Mentholatum, Ministry of Defence, NHS, Nikon, O2, Orange, Pfizer, RBS, Royal Air Force, SOCA: Serious Organised Crime Agency, Sony, The National Lottery trust, The University of Oxford, Thomson, T-Mobile, TSB, Uniaid, Virgin Atlantic, British Red Cross, Zappar, MQ and more.

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## EXPERIENCE

### 2019 - Present Freelance Senior Creative

Providing art direction, motion graphics, design and technology services to a range of clients and projects. Some personal highlights:

- Interim Creative Director at Augmented Reality leading agency Zappar
- Successfully devising and pitching the creative direction for a national retail partnership campaign for MQ - the mental health research charity.
- Planning, shooting and developing an interactive 360 module for the British Red Cross 2020 First Aid curriculum resources.
- Designing an engaging training resource for RIBA.
- Creating a suite of essential motion graphics for an in-house film department and providing training on them

### 2016 - 2019 McCann Health / Senior Creative Technologist

I led the conception, design and execution of innovative solutions for digital and integrated projects – working across the lines of creative, technology and strategy. I was the digital visionary in the agency and enjoyed being at the forefront of established and emerging technologies. I relished being able to experiment with new platforms, languages, devices and hardware and was used to quickly assembling ideas, rapid hacks, video/motion examples and working demos/models.

Having strong conceptual and design skills (from my background as a pure creative/designer), I strived to work seamlessly in the creative process to help develop and iterate pioneering ideas (using my inner geek!). Passionate, collaborative and driven, I loved being integral to creating first class experiences across web, mobile, Internet of Things, voice, event and experiential projects. Some personal highlights:

- Idea generation, art direction and development of an interactive story-telling Alexa Skill, which came Silver in the British round of The Amazon Alexa Cup 2019.
- Proactive pitch for, and execution of, the creative direction, animations and production of an immersive, ambient 360 dome experience. Working to a budget of £150k for a top-10 FTSE-100 company.
- Linchpin for taking GSK from 15th in the “most memorable presence” at the European Respiratory Society Congress to 1st place by bringing to life the stories behind the brand using interactive experiences at every stage of a customers journey.
- Representing the agency as Adobe Creative Ambassador.

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## 2013 - 2016 Frontera / Senior Digital Creative Designer

Frontera are a digital creative agency specialising in healthcare. Working in partnership with the Creative Director I was leading the digital creative at Frontera. In this time we picked up over 20 industry awards across multiple campaigns all with digital playing a major role. Some personal highlights:

- Bringing a children's illustrated book to life as an AR - motion graphics adventure, to engage children in their medical condition through fantastic storytelling and creative technology.
- Creating a striking digital campaign for homeless charity Pathway which utilised emotive storytelling and high profile fashion industry professionals to drive awareness across social media, an exhibition and auction.
- Working with the The University of Oxford on a radical redesign and approach to their digital presence including creation and delivery of new website.

## 2011 - 2013 Refreshed Wellbeing / Digital Art Director

Refreshed Wellbeing is a digital advertising communications agency, working with brands that deliver health and wellbeing benefits to their customers.

As Digital Art Director I had a major role in the development of projects by leading on the visual elements. I spent most of my time working up designs from creative meetings with the team and visually trying to translate messages, moods and underdeveloped doodlings into something worthy of facing a client.

Being the digital guru I constantly tried to push what the company did in terms of the next "big idea." I loved the challenge of digitizing a client's existing creative and guiding them through the hectic world of mobile apps, social media, online advertising and responsive web design. Personal highlight:

- Leading on the design of a multi-million-pound international anti smoking campaign: "Quit With Help," covering websites, banner advertising, videos, photography and print work in 11 languages.

## 2010 - 2011 Raleigh International / Field Photographer and Designer - Costa Rica & Nicaragua

A youth and education charity enabling young people (17-24) from across the world and from a wide range of backgrounds, to work together and develop their leadership skills, confidence and cultural awareness, whilst completing challenging expeditions overseas which encompass environmental, community and adventure trekking projects.

As Field Photographer and Designer I was required to travel extensively around Costa Rica and Nicaragua in order to visit and document the 24 projects running. The role was significant to not only document the work of Raleigh International but also to aid the venturer's reflection and celebration of their work, and to provide images to both the country office and International headquarters for PR and marketing purposes. Some personal highlights:

- Planning for photo shoots across challenging terrains, atmospheric conditions and cultural environments.
- Shooting, processing and presenting photographs of the projects and their partners, locations and landscapes, groups and individuals ready for creating a dual language magazine and putting on a photographic exhibition.

## 2009 - 2011 Freelance / Creative Designer

Working freelance gave me freedom in projects, opened up new clients and enabled me to practice and perfect my photography skills and increase my personal portfolio. I was able to gain the invaluable experience of working as part of multiple remote project teams with contributors based across the country both freelance and office based staff. Some personal highlights:

- Collaborating with a variety of stakeholders including Developers, Instructional Designers, Project Managers, HR Managers, Marketeers, and Company or Department Directors, requiring the ability to adapt my language and style accordingly.
- Leading on the design and development of creative concepts for clients by collaborating effectively to ensure the client's needs were met along with working within brand guidelines and to tight deadlines.
- Using EMI's rich photo archive spanning decades of influential artists under the label to build an inspiring Performance Management training toolkit using information about the organisation, its history and values.

## 2006 - 2009 Epic Group / Graphic Artist

Epic is a large, award-winning E-Learning solution provider working with clients across the UK. I worked in a busy team of 15 graphic artists on a range of projects. Some personal highlights:

- Directing and running photographic and video shoots both on site and in studios utilising green screens, spaces and lighting in order to gain appropriate imagery and footage to enhance programmes.
- Art directing and designing Flash animations as a unique skill set within the team.
- Overseeing and mentoring junior graphic artists.

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## CONTACT

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## EDUCATION

2002 - 2005 University of Brighton  
Higher National Degree, Multimedia

1999 - 2002 Sussex Downs College  
A Levels, Multimedia, Film & Photography

