

# BENCATCHPOLE CV

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## AGENCY EXPERIENCE

LBI  
DESIGNATE  
G2 INTERNATIONAL  
BLUE MOON MARKETING  
SIMMER FOOD MARKETING  
MOREON MEDIA  
GYRO INTERNATIONAL  
THE WORKROOM

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## CLIENT LIST

EPIC  
MARKS & SPENCER  
THE FINANCIAL TIMES (FT.COM)  
VIRGIN ATLANTIC  
DK IMAGES  
RECKITT BENKISER  
RACING GREEN  
CHALK ARCHITECTURE  
SEVIL PEACH GENCE ASSOCIATES  
SERENITAS WEDDINGS ABOARD  
BRIGHTON HIP-HOP FESTIVAL  
MARC BOASE  
GRESHAM BLAKE  
SOPHIE ROBINSON INTERIOR STYLIST  
CARDIGAN BESPOKE KNITWEAR  
PROJECTS GROUP  
TJARKS & TJARKS

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## TECHNICAL SKILLS

PHOTOSHOP CS4  
ILLUSTRATOR CS4  
FLASH CS4  
DREAMWEAVER  
INDESIGN  
FIREWORKS  
ACTIONSRIPT  
MS OFFICE  
MAC & PC PLATFORMS

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## EDUCATION

(1994-1998) BA (HONS) GRAPHIC DESIGN & TYPOGRAPHY - BOURNEMOUTH & POOLE COLLEGE OF ART & DESIGN

(1993 - 1994) BTEC FOUNDATION DESIGN - RAVENSBOURNE COLLEGE OF DESIGN & COMMUNICATION

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## LOCATION

BRIGHTON & HOVE, EAST SUSSEX

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## DOB

16.11.1973

I'm a digital designer based in Brighton, working across web & e-commerce, marketing & print. I've designed for various sectors including fashion, editorial, retail, corporate, music, architecture & interior design and have large agency experience.

My work includes the design of websites, Flash animations & interactive games, marketing emails & materials, affiliate banners, print design, branding & photography.

As well as design skills I am proficient in Photoshop, Illustrator & Flash as well as object-oriented Actionsript 2.0. I have a particular interest in typography.

I am used to working to tight deadlines and always deliver to a high standard.

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## EMPLOYMENT HISTORY

### DIGITAL DESIGNER - EPIC (MARCH 2009 - PRESENT)

- Design & implementation of Flash based e-learning content.
  - Acted as bridge between design & Flash development departments.
  - Creation of Flash animations for e-learning packages & software
  - Utilisation of e-learning publishing system 'Create'.
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### SENIOR DESIGNER - MARKS & SPENCER ACCOUNT - LBI LONDON (OCTOBER 2008 - MARCH 2009)

- Design of editorial content throughout the site including:

#### Autograph Designers redesign

Designed to promote M&S's partnerships with big-name designers such as Jeffrey-West & Timothy Everest, the editorial page style has since been adopted throughout site.  
Photo-shoot art direction for associated products.  
Worked alongside coders to implement video within editorial content.

#### Christmas 2008

Design of all Christmas pages both editorial & commercial.  
Creation of templates & guidelines for relevant sections.  
Co-ordination of requirements from marketing, trading and management teams.

#### Wine Video Diary pages

To showcase M&S's extensive award winning wine collection.  
First use of tabbed pages within M&S online.

- Creation of interactive Flash banners to promote current offers on affiliate sites.
  - Working with marketing dept & programming team to develop templates & designs for targeted email newsletters & promotions.
  - Template & guideline creation for affiliate banners for use on external client sites.
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### FREELANCE DESIGNER (2005 - 2008)

- Worked for agencies such as LBi, Designate, Gyro International & Blue Moon Marketing.
  - **Online** - Designed & built websites utilising HTML, Flash & XML for companies such as Tjarks & Tjarks (packaging), Sevil Peach Gence Associates (Architecture), Projects Group (Construction), Sophie Robinson (Interior design), Gresham Blake (Fashion) & Hello World Marketing Consultancy. Worked on the design of large corporate sites such as Reckitt Benkiser & FT.com.
  - Design & creation of Flash based interactive reports for FT.com.
  - Creation of Flash animations for FT.com's TV reports.
  - **Print** - Created brochures & promotional materials for DK Images, Brighton Hip-Hop Festival & Serenitas Weddings Abroad.
  - **Branding** & stationery for Sophie Robinson Interiors, Serenitas Weddings Abroad, Café Couture & MoreOn Media.
  - **E-commerce** website design for Racing Green.
  - Created large-screen presentations for Virgin Atlantic.
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### DESIGNER FT.COM (2000 - 2005)

- Designed editorial & commercial content alongside journalists, marketing & sales departments.
  - Maintained online editorial graphics & associated pages and worked on FT.com's 'Red Line' design style documentation.
  - Created templates with marketing team for third-party affiliate ads.
  - Worked with Sales team to create pitches & presentations.
  - Design & creation of interactive branded games and advertising to promote site content and drive traffic to partner sites
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## INTERESTS

Photography, skiing, travel, reading & my son. I have three blogs online - a design related blog at WORLDFOBEN.WORDPRESS.COM, general ramblings at TEAISLIFE.BLOGSPOT.COM and I post my latest work up at BENCATCHPOLE.WORDPRESS.COM  
I can be found throughout the web on Twitter, Facebook, Flickr, LinkedIn, LASTFM, Vimeo & Behance.