

BENCATCHPOLE CV

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AGENCY EXPERIENCE

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

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 ABROAD
BRIGHTON HIP-HOP FESTIVAL
MARC BOASE
GRESHAM BLAKE
SOPHIE ROBINSON INTERIOR STYLIST
CARDIGAN BESPOKE KNITWEAR
PROJECTS GROUP
TJARKS & TJARKS

TECHNICAL SKILLS

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

EDUCATION

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

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

LOCATION

HOVE, EAST SUSSEX

DOB

16.11.1973

FOUND ELSEWHERE ON THE WEB AT:

BDC1973.TUMBLR.COM
TWITTER.COM/TVICAR
SPOTIFY - BC1973

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

My work includes the design of websites, flash animations, mobile apps, interactive games, e-learning, UI design, 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 Actionscript 2.0 I have a particular interest in typography and social media. I am used to working to tight deadlines and always deliver to a high standard.

EMPLOYMENT HISTORY

LEAD DIGITAL DESIGNER - EPIC (MARCH 2009 - PRESENT)

- Art-Direction & implementation of Flash, HTML & mobile based e-learning courses.

As lead designer a large proportion of art-direction falls within my remit and it is my job to interpret the clients needs and produce visuals that adhere to their brand guidelines and fulfill their requirements. It is also my responsibility to make sure projects run smoothly, to budget and are delivered on time.

My client facing role involves meetings at an early stage to work through ideas and to advise the client on possible alternatives that may bring added value to their requirements. Strong communication is needed once the project is underway with both the client and the team as a whole and I enjoy fostering fruitful working relationships.

In the early stages I have to provide time estimates and I work to an established set of metrics taking into account each jobs intricacies and requirements. It then falls to me to oversee the project until its completion and client sign off.

I often have to liaise with the production team during a courses development and make myself readily available to answer questions, advise on the suitability of content and offer solutions and alternative paths that may not have been considered.

My understanding of AS2 enables me to act as a bridge between the team and the Flash developers and helps in the creation of Flash content.

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.

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.

- 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 various companies ranging from large agencies and corporations through to smaller local businesses.
 - Design & creation of Flash based interactive reports & special report animations for FT.com.
 - Print - Created brochures & promotional materials for DK Images, Brighton Hip-Hop Festival 2005 & Serenitas Weddings Abroad amongst others.
 - Branding, guidelines & stationery for several companies.
 - E-commerce website design for Racing Green.
 - Large-screen presentations for Virgin Atlantic's various award ceremonies.
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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.