

acreman brown design ltd

'O' Levels

Verulam School,
St. Albans

Art & Design, English,
Maths, Technology,
Geography,
Physics, Biology

Junior Designer

Brush Off Studios,
St. Albans

Learning the 'old school'
of paste-up, typesetting,
PMT camera operation
and making coffee.

BTEC HND

Typographic
Design

West Herts College

Freelance

Village Roadshow
Studios, Australia

TV prop design and build.

Senior Designer (contract)

Green Cathedral, Cambridge

I was brought on-board to conceptualise and implement digital marketing campaigns for clients such as William Hill, Daihatsu, BMG Records, Business Link and the Cambridge Film Festival.

Senior Designer (contract)

Towers Watson, London

I specialised in employee reward/engagement communications and data visualisation for clients such as JP Morgan, Nestlé, BP, BBC, Bank of America, Philips, HSBC, Aviva, BT, Warburtons, Coca-Cola and DHL to name but a few. My role involved formulating creative solutions for pitches and deliverables, whilst inspiring the wider design team. The work was predominantly print with the odd sprinkle of video, web and interactivity to spice things up a little. I still freelance here on a regular basis as they have free biscuits.

Teacher of Graphics

Verulam School,
St. Albans

In a brief but related career break from graphic design, I taught GCSE Graphic Products (OCR), which involved generating strategies, schemes of work and lesson plans as well as the delivery of lessons. And I gave out detentions.

1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015

BTEC ND

Design

Hertfordshire College
of Art & Design

Senior Layout Artist

Finnemore & Field, London

I cut my teeth here as a page layout artist, hand drawing spreads for Argos, Scotts of Stowe and Hornby catalogues. This was a superb learning ground for composition and directing photography.

Lecturer/Demonstrator

University of Luton

Having taken my degree mid-career, I turned my hand to teaching once I graduated, as I showed a particular flair for designing in the newly emerging medium of the internet. I taught BA (Hons) Graphic Design students interactive design and animation. Whilst in this post, the university funded my:

Post Graduate Diploma

Media, Culture and Technology

University of Luton

Interactive TV Designer

Channelbay, London

Channelbay was a technology start-up that specialised in developing interactive TV advertisements with a view to capturing vital audience data. It was here that I developed campaigns on the Sky, NTL and Telewest platforms including UKonline for the UK Government, Open University, Sky Active, Betting Corp and Chelsea Building Society.

Lead Designer

Booz & Company, London

As Lead Designer for the in-house studio at Booz & Company (a leading management consultancy) I conceptualised and delivered an eclectic range of print/digital marketing campaigns and communication materials for big hitting organisations such as BG Group, BP, Nokia, Coca-Cola, Carlsberg, SAB Miller, Shell, and various governments. Whether prestigious engagement documents or information graphics that simplified the complex workings of large corporations or government functions, a deep understanding of organisational structure was required. The role also involved a great deal of client liaison and project management.

Freelance
Designer



About me:

Close

David Brown: a highly experienced, multi-disciplined freelance graphic designer based in London, having worked in both agency and corporate environments for big name brands and government organisations.

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Lead Designer

As Lead Designer for the in-house studio at Booz & Company...

During my career, I have:

Developed intricate infographics which have refined complex change management programmes and large-scale military logistical infrastructures into usable, elegant designs. The formats include Prezi, print and video, for clients such as Nestlé, Philips, BBC, DWP, Google and Towers Watson.

Crafted beautiful printed and interactive brochures and reports for many blue chips, contributing to the language and tone of voice as well as the aesthetics. These include the likes of Coca-Cola, BP Alternative Energy, BG Group, Goldman Sachs, Global Business Coalition for Health, J.P. Morgan, DHL and Booz & Company (formerly Booz Allen Hamilton).

Created engaging interactive PDF solutions for Carlsberg, King, Schneider Electric, Telenor and SABMiller. And I am old enough (just!) to have been at the vanguard of design during the early years of the internet, working as a web designer for Wheel (formerly Pres.co), developing websites for Marks & Spencer, Abbey National, Clifford Chance, ABN Amro, npower and The National Lottery.

BTEC ND

Design

Hertfordshire College of Art & Design

BA (Hons) 2:1

Graphic Design

University of Luton

PGCE

KS 2/3 Design & Technology

Building Society.

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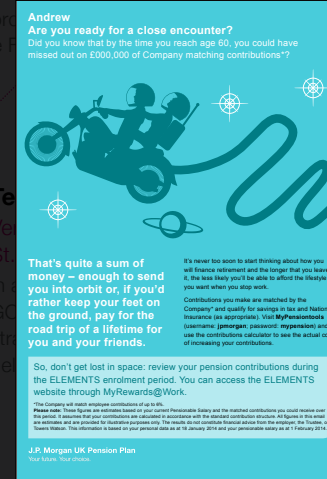
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Freelance Designer

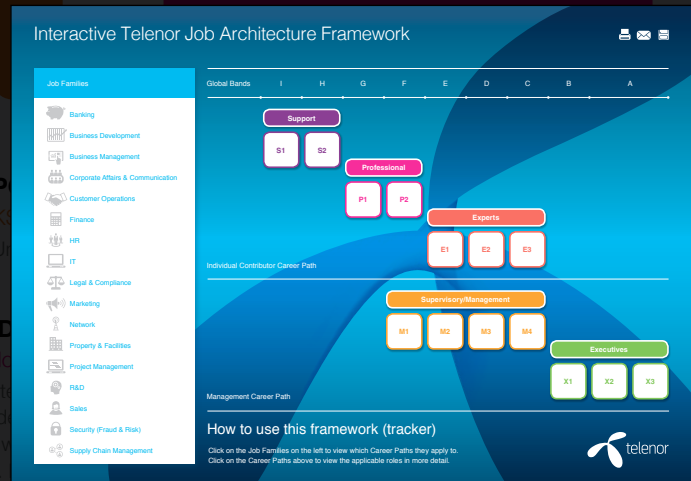
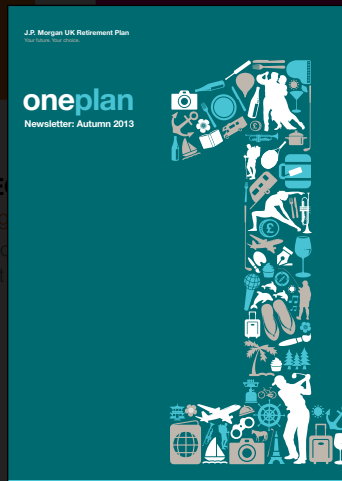
Senior Designer Towers Watson

Close

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Freelance Designer

Post Graduate Diploma

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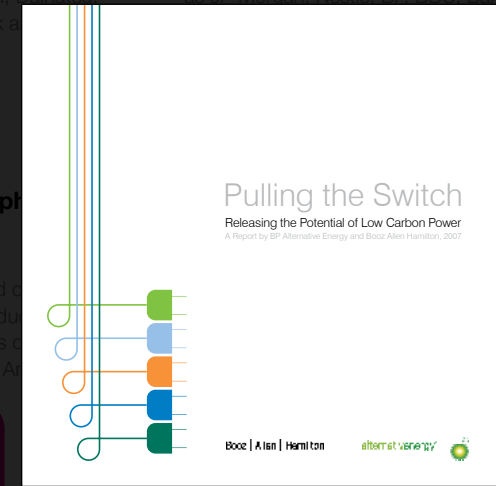
Lead Designer Booz & Company

Close

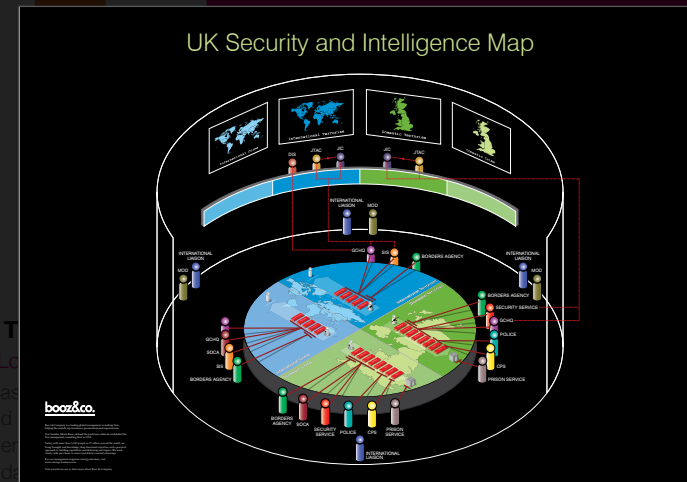
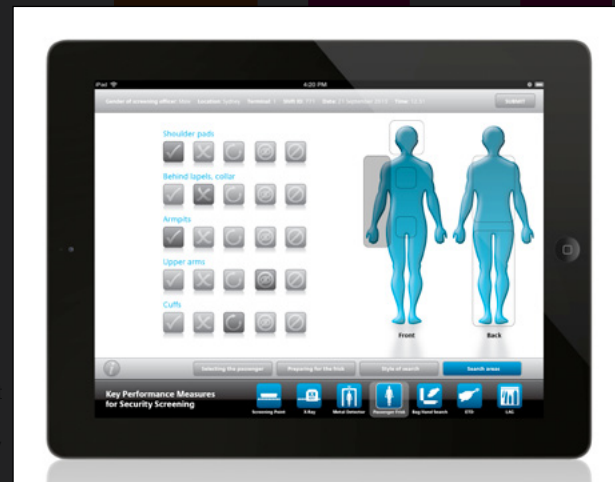
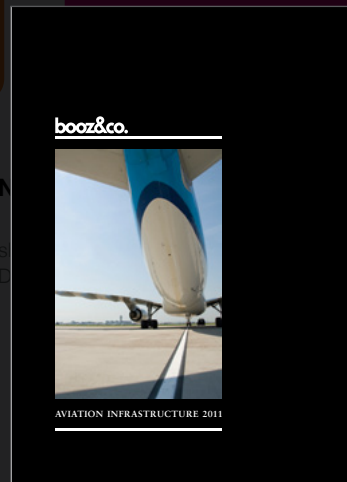
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Junior

Brushwood School, St. Albans
Learning of PMT and

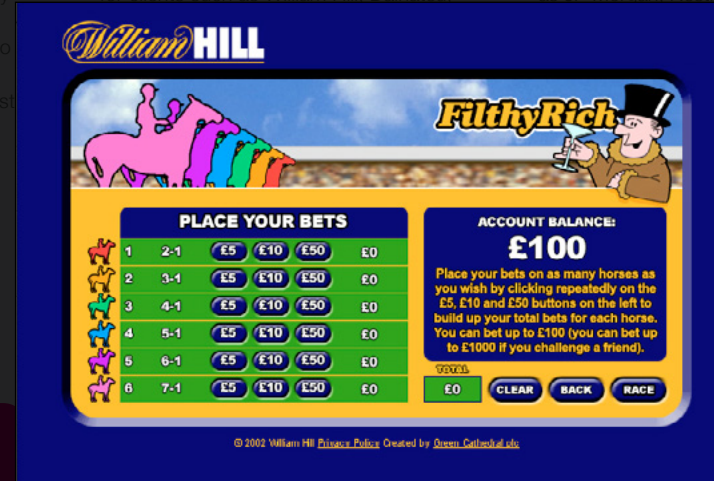
Senior Designer Green Cathedral

Close

Wheel, London
Being the UK's leading new-media agency during the dotcom boom, much of the work we produced helped shape the way the web looks and functions today. Some of the many

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towers Watson, London
I specialised in employee reward/engagement communications and data visualisation for clients such as JP Morgan, Nestlé, BP, BBC, Bank of America, BT, Warburtons, Coca-Cola and more. My role involved formulating strategies and deliverables, whilst leading a design team. The work was often done in the odd sprinkle of video/web design thrown up a little. I still freelance as they have free biscuits.



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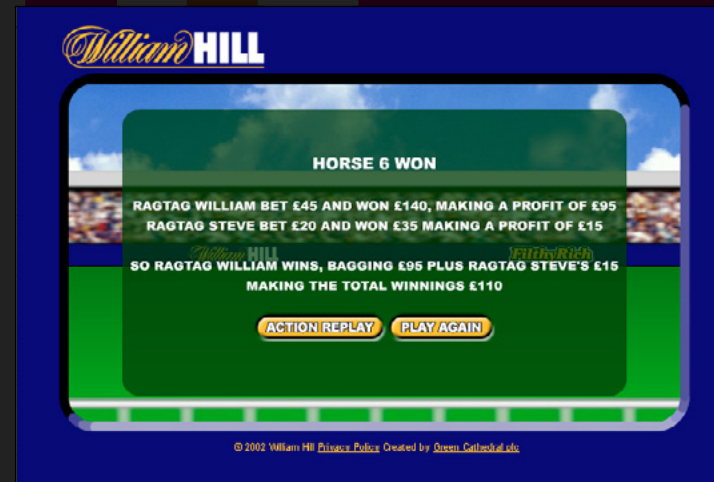
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Interactive TV Designer Channelbay

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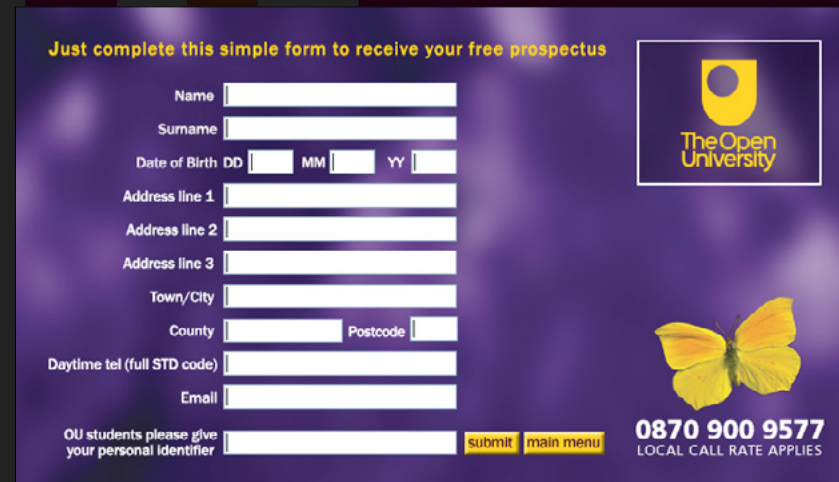
Wheel, London
Being the UK's leading new-media agency during the dotcom boom, much of the work we produced helped shape the way the web looks and functions today. Some of the many brands I worked on included TV and e-commerce sites, Bank online financial services, recruitment, National Lottery Office, British American

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Designer **Wheel**

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acreman brown
 design

'O' Levels

Verulam School, St. Albans
 Art & Design, English, Maths, Technology, Geography, Physics/Biology

Junior Design

Brush Off School, St. Albans
 Learning the basics of design, PMT camera and making

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