

KEN DAVIDSON

Senior Integrated Designer



CONTACT



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SOCIAL



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CLIENTS

Accessorize



Sainsbury's

GWR

Great Western Railway

F&F

The co-operative



TESCO



weight watchers



HOUSE OF FRASER
SINCE 1849



Butlin's

HERITAGE
BATHROOMS



BARCLAYS

Bonmarché

INTRODUCTION

Pushing creative boundaries to find effective solutions for client briefs has been my bread and butter for the past 15 years. Whether International Blue Chip or an SME. I have the same passion and commitment for the job, to explore all creative avenues, using my vast experience across print and digital to deliver projects that exceed expectations.

SKILLS AND EXPERTISE

- Expertise across multiple marketing channels, including: social content, cinemagraphs, email campaigns, responsive websites, publishing, direct marketing, brochures.
- A solid understanding of web based solutions including Wireframe, UI, UX, Wordpress, HTML, Adobe Edge.
- Ability to think conceptually, develop briefs and advise clients of the best creative solution to realise their goals.
- Highly experienced across the entire design process, from concept development, art direction and client consultation to repro and artwork.
- Ability to manage the day-to-day running of a design team, giving creative guidance and assistance. Working closely with other digital developers, photographers and clients to ensure that projects run smoothly, within budget and that the best end result is achieved.
- Organising photoshoots, liaising with model agencies, stylists and photographers, giving direction on shoots to ensure correct lighting, colour and composition is achieved.
- Keen interest in technologies and media channels that can be developed to improve the customer journey.
- Highly motivated and passionate about work, will put in all the hours necessary to guarantee a job is done to the highest standard and completed on time.

SOFTWARE



ACHIEVEMENTS

Instrumental in expanding *Barclays* online social content to include Facebook slideshows, infographics, and their first set of Cinemagraphs.

Developed the Christmas Social Media campaign for *House of Fraser*, creating Instagram and Facebook gifs, Boomerangs, slideshows and canvases to help build excitement and increase customer engagement.

Launched the *Boots Health&Beauty* ezine, featuring unique in app product purchase functionality, with a limited launch to Boots Advantage card members, first issue was viewed 108,264 times with over 1.5 million page views.

Created multiple marketing channels for *IPH Insurance*, including new responsive website and marketing materials, increasing both brand awareness and a 22 per cent rise in sales.

Launched the *Coop Members Share* ezine, it achieved a click through rate from the launch email of over 20%, well above industry standard.

Art directed the launch a new parenting magazine *Gurgle*, which had, within two years, achieved a circulation of over 36,000 and become the UK's biggest and most stylish parenting magazine. Short listed for several awards including the APA and IPA magazine of the year.

Developed the *Gurgle* brand across multiple media and social channels to enhance the brand and reach out to more potential readers and customers.

EMPLOYMENT HISTORY

KDCreative

Senior Integrated Designer,
August 2008 to present

Lead creative on the launch of The Boots Health&Beauty ezine and the Coop Share ezine, developing a clean UX along with multi layered page functionality and immersive user interactivity. Creating micro sites for F+F and Accessorize. Art directing a variety of succesful pitches for Bon Marché and Page & Moy, including print and online solutions. Creating rich and diverse content for the Stormstyle fashion website, including photoshoots, special promotions and product tie-ins.

Media 10

Art Director
Gurgle Magazine,
April 2011 to June 2013

Creating the style and layout for the launch issue of Gurgle magazine, developing the brand into one of the strongest in the parenting market in just two years. Utilising a variety of social media channels to further expand the brand's reach and audience, and working with a software development company in Stockholm to create a digital prototype of the magazine.

Publicis Blueprint

Senior Designer/
Art Director,
July 2007 to August 2008

Working across two key accounts. Homebase and Butlins, I was lead creative on the Butlins brochure, organising photoshoots,, ensuring the team was properly briefed, creating the pages and presenting to client. On Homebase, I redesigned the quarterly Garden Living Club mailing to give it a more editorial feel, as well as a variety of in-store leaflets and product brochures. The work involved creating page templates, developing scamps and art direction of photoshoots.

Aquent

Senior Designer,
November 2005
to July 2007

Freelanced for a range of agencies and clients including Ogilvy on the Ford account, Purity on the Virgin Mobile 'Ave It' campaign, Empire cinemas and the Sagatiba pitch. AGA on the Thales account and the NUS. At the NUS I was in charge of a small creative team responsible for creating the complete range of NUS materials and brand guidelines.

Dekko Advertising

Senior Designer,
June 2004 to
October 2005

With a broad spectrum of clients I produced work ranging from leaflets to branding and advertising campaigns. For Gateway to London, I produced a fully-integrated creative solution, highlighting each of their key areas including, press, DM and exhibition space.

Whitewater

Designer, May 2002
to June 2004

Developed a CD-ROM for the Royal College of Nursing at KittCatt Nohr. The brief was to give nurses a step-by-stepguide on how to access information from the new RCN website, and to show them how it could benefit their training.

Burnett Associates

New Media Designer,
October 2000 to Dec 2001

Responsible for all New Media work in the agency, working closely with clients to develop concepts and designing and building CD-ROMs, banners and websites.

Creative Artworker,
July 1999 to October 2000

Worked closely with art directors developing visuals and sourcing images and photo retouching. Prepared projects ready for print and designed a variety of small new media projects.

EDUCATION



Southampton Institute
BA Hons. Graphic Design 2.2



Isle College, Cambridgeshire
BTEC Foundation diploma in
Art & Design



St.Ivo School, Cambridgeshire
3 A-levels A-C.
8 GCSE's A-C

INTERESTS



REFERENCES

Available on LinkedIn and on request.