

*Dynamic ideas generator, skilled in design & illustration. 5 years experience in digital, print & advertising. Enthusiastic and passionate about all forms of creativity.*

## Employment

### Com 2 March | Freelance Creative | March 2006 – Present

Small but self-contained conceptual design agency with in-house writing, art direction, photography, graphic and web design.

- Layout, production and broadcast of html e-marketing and e-newsletter campaigns.
- Heavily involved in the thought process and production of press adverts, corporate identities and marketing material, producing artwork in Indesign, Quark, Photoshop and Illustrator.
- Creation of a number targeted satellite websites, from initial concept and design to creation in HTML, CSS, Flash & PHP.
- Client interface and Project Management.

### Tiptoe Collective | Partner | April 2008 – Present

Founder member of Tiptoe, an illustration collective fundamentally focused on large-scale public art. Clients include AMV BBDO, London and Mojo advertising agency in Dubai.

- Initial concepts, developing ideas and visuals through to freehand artwork and execution of large-scale work.
- Hands on role with client interaction, and project management, including budget, time frames, and developing briefs.
- Develop and maintain Tiptoe identity, produce marketing material, mail shots and literature.
- Design and update of website/blog, e-newsletter, online presence and promotion.

### Anneler Gee Ltd | Graphic Design Assistant | January 2001 – January 2003

- Overseeing the graphic output of the company, from corporate re-design to website and stationary.

## Professional Development

### Bromley Creative Community | Jan 2009 – Present

Founder member – Bromley Creative Community (BCC) is an independent, non-profit venture, run by creatives for creatives, to promote the wide range of high-quality creative, arts and media services offered by organisations based in Bromley.

- Active role in the local area of promotion and representation of the Creative Community.
- Design and update of the website, in collaboration with a PHP & MYSQL developer.

### Graduate Mentoring | May – October 2009

Norwich University College of Arts Graduate Mentoring Scheme, which aims to pair members of the alumni working within the creative industry with a student in the process of graduating, with the aim to pass on relevant experience about the industry, and act as a bridge between studies and employment.

- 6 months one-on-one mentoring through meetings, e-mails and telephone.
- Acted as a case study to promote the scheme to future graduates, including interviews and photo shoots with The NUCA Alumni magazine and The Times Graduate Supplement.

## Exhibitions

**Tiptoe Collective Show**, The Light, Staffordshire | 5th Dec 09 - 5th march 2010

**Roots & Culture**, M&C Saatchi, Golden Sq, London | 5th June - 25th July 08

**Wallacespace**, Covent Garden, London | April 07 - Sept 07

**NEWMU SUM..ER..SHOW**, New Museum of Contemporary Art, Norwich | 21st July - 28th August 06

## Education

**Norwich School of Art & Design** | BA Hons Graphic Design 2:1 | Sep 2003 – Jun 2006. Norwich

**North Hertfordshire College** | BTEC Foundation Art & Design Distinction | Sep 2002 – Jun 2003, Hitchin

## Training

**Introduction to PHP/MYSQL** | 31st March - 2nd April '08 | Ubiq Creative Training Ltd

## Technical Skills

HTML, CSS, PHP (basic), Javascript (basic), Dreamweaver, Photoshop, Illustrator, Indesign, Quark, Flash

## References

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**Robert Mason** | r.mason@nsad.ac.uk | (01603) 610561  
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## Additional Information

Design and illustration is a passion of mine beyond a commercial sense, in my spare time I am keen to develop self initiated projects to further my knowledge and experience as much as I can. I am involved in a side project called Fantastic Suburbia which is an independently published collection of Words (poems & prose) and Pictures inspired by Beat influences of the 1950's-60s; Bukowski, Selby Jr, Burroughs & Kerouac. In my spare time I also try and visit as many galleries and exhibitions as I can, I'm especially inspired by the way digital and new media has inspired a new breed of art and artists. Other interests of mine include music; record collecting and live music, sport; competitive running, and five-a-side football.