



CONTACT

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SKILLS

Graphic & Product Design
Marketing
Branding
Publications
Web Design
CAD
3D & 2D Animation
Pre-visualisation
Photo Manipulation

SOFTWARE



DAN CLARK

I love what I do. I crave the creative process from embryonic start to handover. Every stage has challenges, faced individually and as part of a team, I have worked successfully and effectively to surmount them.

I have many years of experience over a broad spectrum of skills and tasks, plus an eagerness and resourcefulness to keep learning and improving.

EXPERIENCE

Graphic Designer

Independant Office for Police Conduct: 2019/01 – 2019/03 (fixed contract)

Brought on to assit with large workload. Animation skills utilised to create a three minute infographic on police interactions with persons indentifying as having mental health issues.

I self-managed to meet deadlines on multiple overlapping deliverables, amended designs and briefs based on feedback, and created briefs with clients.

I designed all launch materials for a stress and trauma service, developed templates for reports, guidelines, and recruitment brochures, and helped colleagues with their workload, such as writing articles, appraising websites and offering improvements.

Lead Creative

Imagine Mobile: 2018/08 – 2018/11 (fixed contract)

Creating mobile and desktop rich media advertisements for a broad range of brands, each having style guides and high expectations. The ads are created as video demonstrations, animated in After Effects to give the client a clear example of the unit before it is coded, allowing exact feedback at an early stage.

I managed an international team, produced client presentations to exacting standards, presented, and checked all outgoing work and documents.

Head of Design & IT

The European Azerbaijan Society: 2009/03 – 2018/03

Promoted after three months due to impressive handling of international branding and marketing. Put in charge of the IT infrastructure of this start-up business that grew to seven offices across the world within three years.

The diverse, challenging, and unassisted nature of this role was an amazing opportunity for self-teaching. I adapted to challenges that grew me as a designer, and as a person.

- Managing a team of four, including developers and editors.
- Managed IT procurement and maintenance personally and via third parties.
- Proactively developed briefs for digital and print media; branding, online presence, products, packaging, and marketing.
- Produced a monthly bilingual (two editions) magazine, and ensured the maintenance of a six language news-based website, and the timely return and upload of translations. This entailed collaboration with writers, editors, translators and printers to meet deadlines.
- Successfully produced artwork in collaboration with the Baku 2015 European Games organisers, utilising a style-guide and having all artwork approved.
- Liaised with print companies to ensure quality, and timely delivery of event graphics and programmes, photo exhibition works, and other marketing materials.
- Collaborated in diverse projects across seven offices and four restaurants. Activities included political marketing, human rights campaigning, product development, entertainment and email marketing.
- Entrusted by Historian and author, Ana Cheishvili, to design the book *Discovering Baku*, published in 2017. This included digital restoration of images and graphic material for the launch of the book and photographic exhibition.



EXPERIENCE (continued)

Graphic Designer & Architectural Assistant

Self-Employed: 2003/12 – 2008/12

- Adhered to strict style-guides when creating products and packaging for brands such as Teletubbies and In The Night Garden, e.g. decorated fairy lights.
- Designed four detached houses in Wales. Created Planning Permission and Building Regulations CAD drawings, including all paperwork associated with a new build.
- Developed two plots with 30+ houses, featuring several of my own design.
- Pre-emptively provided detailed construction drawings to builders.
- Transferred skills to strengthen projects, e.g. produced 2D artwork based on 3D models.
- Thinking beyond the brief to establish what the client wants to achieve, often helping them refine it.

Synthetic Environment Engineer II

Evans & Sutherland (now Rockwell Collins): 2001/04 – 2003/09

Real-time airport simulations for training civilian and military pilots. This involved a combination of site visits, research, technical 2D & 3D modelling, and texture generation. It was essential to learn and adhere to strict regulations, scene management, alternate environmental switches, and quality assurance. Promotion to level II in 01/2002.

- Modelled many airports that were certified to Level D. The accuracy is such that pilots who complete training on a Level D simulation can fly, with no further tests, to that airport with customers on board.
- Pioneered a new process using my experience in 3D Studio MAX to allow modellers to create more realistic environments using rendered scenes as textures.

EDUCATION

HND Digital Modelling and Animation

University of Hertfordshire: 1998/09 – 2000/06. Distinction.

3D Studio MAX, Photoshop and Premier were the main software packages. I learnt 3D visualisation, various modelling techniques, animation for characters and scenes, how to edit the animations together, storyboarding, typography and sound editing, amongst others.

- Selected to showcase my final piece **WarZone** at the **New Designers 2000** exhibition at the Excel Centre.
- Received the honours of "Outstanding" or "Distinction" for all modules.

INTERESTS

I am a keen writer of fiction and am completed my first novel in Q1 2019. The intricate process of writing, and all it involves, has been extremely relevant and rewarding for developing my communication skills, as well as guiding my innate curiosity and inquisitive mind. Publication would be wonderful, but I believe that the effort involved in completing a novel is a success in itself. My other main hobbies are weight lifting and sculpture. I enjoy martial arts but only dabble now; I used to hold brown belts in karate and kung fu and competed in the 2004 Kung Fu World Championship held in Warsaw, Poland. Interesting fact: I used to be a stunt person!

References available on request