

Jimmy Baldwin

CURRICULUM VITAE



DETAILS:

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www.colouring-in.co.uk

IN BRIEF:

With nearly 20 years in the industry, I have attained a wealth of experience across a broad variety of creative disciplines. With an ever increasing stream of interests, I'm always looking to redevelop my creative skills, focusing on all aspects of my work, striving to create fresh, current and ever smarter solutions for my clients and personal projects.

With an illustrative foundation, extensive print design knowledge, as well as keeping up with constantly changing digital media, I'm not afraid to be a full 'hands-on' creative or working with a team to implement and produce the best solutions to any creative brief.

EXPERIENCE:

CUT Communications - Creative Director (2004 - current)

Being Creative Director of CUT Communication's, I'm involved across the entire creative process:

- Overseeing all projects from concept to completion - including print and digital, identity, literature, exhibition and signage design, advertising and TV
- Working closely with the PR and media teams implementing marketing material and PR strategies
- Pitching to existing clients and new business prospects
- Managing suppliers, creative teams and freelance contracts
- Studio workflow and account management

www.cut-coms.co.uk

Big Group - Senior Designer (1999 - 2004)

Working in a multi-discipline communications company I gained extensive knowledge of working in a creative team:

- Briefing colleagues, design, art direction and copywriting
- Developing multi-media campaigns directly in line with creative, generating viral marketing and websites on a breadth of digital briefs.
- Producing PR promotions and working on event productions, designing event literature and collateral.
- Responsible for overlooking creative solutions, offering, appointing and working with external agencies

www.biggroup.co.uk

Blueberry Design - Junior | Senior Designer (1993-99)

I started my design career at Blueberry Design from the bottom up. Joining a team of just seven which grew to over a hundred.

- Gaining experience throughout the design industry developing my skills in illustration, design and typography
- Being responsible for a creative briefs through from start to finish, concept, creative visualization to artwork production
- Working in a tight growing team, I gained experience managing and direction across many creative briefs

FURTHER EXPERIENCE:

I have also worked on an extensive selection of freelance commissions for a variety of clients including Eric Clapton, involving a live graffiti billboard and William Hunt, filming fashion shows, as well as self-motivated projects, including Ex:trakt - refurbishing Victorian dentist chairs and Colouring in Ltd - vinyl toy company.

SKILLS:

Studio:

- Creative and Art direction
- Project management
- Brand Strategy and development
- A full print knowledge and understanding
- Digital planning and design, IA and user flow
- Viral marketing
- Broad multi-media understanding
- Managing and budgeting external suppliers
- Client and supplier liaison

Technical:

- Adobe Creative Suite 5, Quark, Acrobat.
- Dreamweaver, web-based CMS tools and a creative front-end knowledge of Flash, CSS, HTML and Web 2.0 techniques.
- Apple systems - maintenance and trouble-shooting. ARD, OS X server.

CLIENTS INCLUDE:

Ocean Media - The Boat & Caravan Show, The Outdoors Leisure Show, Event Production Show, Maiden, Caroline Swift, COLT, Preferential Insurance, City Equities, Simon Rumley, Goolash, George Kavanagh, Amplifier, BBC, Channel 4, Kraft, MasterCard, The Brit Awards, MOBO, Cadbury, DfES, ExCeL London, Extreme Sports, Mentorn, Risk Analysis, Top Marques Monaco, Ben & Jerrys, Design Council, BSM, Firehouse, Rhubarb Food Design, The Pheasantry, Aim High, Dingbats, Sony Playstation, William Hunt and Eric Clapton.

EDUCATION:

Norwich School of Art - BA Hons Graphic design (1990-93)

Kingston Polytechnic - Art Foundation Course (1989-90)

Richmond Upon Thames Collage - A levels (1987-89)

For further information about Jimmy and to view samples of his portfolio, go to: www.colouring-in.co.uk