

RYAN CHESHIRE

SENIOR ART DIRECTOR & DESIGNER

-  www.ryancheshire.com
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summary

Ideas and their communication are the core of our understanding.

For the last 17 years it has been my privilege to explore ways that increase people's understanding and awareness of brands for mutual benefit.







From strategy to creative direction right through to pixel perfect creations, it continues to be my passion to increase this awareness and subsequent trust.

I am a hands on multi-disciplined creative experienced in providing imaginative solutions that drive consumer engagement. I have worked on concept strategies that have enhanced brand awareness for multiple clients globally. I believe in maximising the customer experience through compelling and functional design. I have a record of effectively leading creative teams to produce outstanding client work.







Clients include:

Disney, Microsoft, Proctor & Gamble, Pepsi, Ford, Land Rover, Jaguar, Nissan, Wrigleys, Ikea, Sunsilks, Yves Saint Laurent's Z-Zegna, Lacoste, Lego, Xbox, Morrisons, John Lewis and many more.

skills

Art Direction	
UI Design	
Concept Design	
Logo Design	
Icon Design	
UX	

software

Photoshop	
Illustrator	
InDesign	
Flash	
After Effects	
Sketch	

employment

- OCT 2017 - OCT 2017**
Freelance Senior Designer
360i
Creation of assets and sprites for compelling animated Snapchat style filters for TSB.
- OCT 2017 - OCT 2017**
Freelance Senior Designer
JOE Media
Captivating design and animation in Keynote for a credentials deck to showcase Joe Media's recent achievements.
Design of start and end cards for Joe Media promotional videos in collaboration with Lynx.
- SEP 2017 - SEP 2017**
Freelance Senior UI Designer
ICUC
Facebook canvas ad and Instagram story designs for a Nivea pitch.

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AUG 2017 - SEP 2017

Freelance Senior UI Designer **360i**

Continuing the successful work I did on a wireframe for an IKEA pitch, I worked on the design of a facebook canvas ad that incorporated effectively translating IKEA's print branding into an effective online representation.

AUG 2017 - SEP 2017

Freelance Senior Art Director / Designer **MRM//McCann**

Based on the success of the work that I did on a presentation while in Frankfurt, I won another high profile presentation for senior management for Siemens. As with McCann / Opel / Vauxhall, this entailed not only a new visual direction, but also compelling animations to bring it to life.

AUG 2017 - AUG 2017

Freelance Senior Art Director / Designer **MRM//McCann**

I was sent to Frankfurt to work on a high profile presentation for McCann / Opel / Vauxhall senior management. This included defining a new visual language along with elegant animations to set the tone for this communication.

AUG 2017 - AUG 2017

Freelance Senior Designer **McCann Worldgroup**

MasterCard / Disney:
Design of a series of engaging print adverts for a pitch.

Buitoni:
Creation of print work for a presentation incorporating initial stage refinement of a new direction for their branding.

JUL 2017 - AUG 2017

Freelance Senior UX / UI Designer **360i**

Ikea:
Creating an aesthetically pleasing wireframe for the purpose of a pitch.

Norwegian Airlines:
Creating a series of designs for use in a pitch.

MAR 2017 - JUN 17

Freelance Senior UI Designer **Virgin Media**

Design work on a new offering from Virgin Media that is currently undisclosed.
Design work for conversion rate optimisation on the Virgin Media website.
Design updates for the Virgin Media website.

FEB 2017 - FEB 2017

Freelance Senior UI Designer **J. Walter Thompson**

Desktop and mobile design work for Nespresso.

JAN 2017 - JAN 2017

Freelance Senior UI Designer **360i**

Sculpting a facebook canvas ad campaign for Enterprise Rent a Car. This involved refining the look and feel of their digital branding to achieve an effective and congruent user experience.

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SEP 2016 - DEC 2016

Freelance Senior UI Designer **Friday**

Adaptive design work on a premium private banking platform for HSBC. Meticulous attention to detail was required while crafting this beautiful yet highly useable experience, in an arena where a lot of data needs to be processed. Making this data easily digestible while also a pleasure to use presented a fantastic challenge to solve over both desktop and mobile. This included the augmentation of existing branding to provide a bespoke look and feel for this service, along with the creation of a style guide to elegantly point out the differences.

SEP 2016 - SEP 2016

Freelance Senior UI Designer **J. Walter Thompson**

Inspiring pitch work on some hi-end offerings for both Ribena and Nespresso. These were deliberately thought-provoking so as to re-frame the products in new and interesting ways.

APR 2016 - SEP 2016

Lead Creative - Freelance Senior Art Director / UI Designer **McCann**

Lead creative for a global campaign for Nesquik. Overseeing a creative team producing an exceptionally high quality CMS based responsive website to meet the client's vision of an immersive and cohesive interactive experience. Digital brand guardian and creator of an extensive and beautiful styleguide that elegantly defines the online brand ethos and meets the requirements of global markets.

APR 2016 - APR 2016

Freelance Motion Designer **Communicator**

Motion graphics creation for a Moët Chandon facebook campaign.

MAR 2016 - MAR 2016

Freelance Senior UI Designer **J. Walter Thompson**

Responsive concept design for Bepanthen. Design work for Debenhams. Design and illustration work for Andrex social posts. Design concepts for Kitkat social posts. Design concepts for Lion Bar social posts. Cinemagraph designs for IHG. Design work for HSBC. Concept animation for Hilti. Print design concepting for Shell.

MAR 2016 - MAR 2016

Freelance Motion Designer **Communicator**

Creation of compelling motion graphics for a Jack Daniels campaign.

FEB 2016 - FEB 2016

Freelance Senior Designer **Zone Digital**

Social media concepting work for Lloyds Bank, Halifax and Friij.

JAN 2016 - JAN 2016

Freelance Senior UI Designer **Communicator**

Design work for a Jack Daniels pitch.

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SEP 2015 - JAN 2016

Freelance Creative Director / UI Designer

Currently Undisclosable

Creative leadership and project management from brief to delivery. Definition of objectives and timelines. Overseeing of the project as a whole to create and maintain consistency of the brand and the user experience.

AUG 2015 - SEP 2015

Freelance Senior UI Designer

Grey Possible

Design work for Sensodyne.

JUL 2015 - JUL 2015

Freelance Senior UI Designer

WCRS

Page designs for SKY website redesign.

MAY 2015 - MAY 2015

Freelance Senior Designer

Amplify

Concepting work for a pitch that at this moment cannot be disclosed.

APR 2015 - APR 2015

Freelance Senior UI Designer

Grey Possible

Design concepts for Sensodyne.

JAN 2015 - MAR 2015

Freelance Senior Art Director / UI Designer

Grey Possible

Art Direction and Design for Lacoste including scamp creation
Design work for Star Wars / Duracell pitch.
Design work for Hugo Boss, Pantene, HSBC, Sensodyne, Polident and Skype.
Scamp creation for Fairy.
Sprite sheet animations for GSK.

NOV 2013 - NOV 2014

Freelance Senior Art Director / UI Designer

Exposure

Art Direction and Design for a Triumph Lingerie Pitch.
Design work for Triumph UK and US websites.
Design work and digital consulting for new C&A European responsive website.
Social Media design work for Affligem Beer.
Social Media design work for Thorpe Park.

NOV 2013 - NOV 2013

Freelance Senior Art Director / UI Designer

Communicator

Art Direction and Design work for the responsive Southern Comfort Karate Man website.

MAY 2013 - AUG 2013

Freelance Senior UI Designer

Exposure

Design work for the new incarnation of Martini's responsive website (currently nominated for an award).
Design work and rebranding for the new US based responsive Triumph lingerie website.
Design work for Microsoft's website.

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APR 2013 - APR 2013

Freelance Senior UI Designer
TBWA

Concepting for a rebrand pitch for Virgin Atlantic.

FEB 2013 - APR 2013

Freelance Senior UX / UI Designer
E-Graphics London

Concepting and designing wireframes for work that cannot at this moment be disclosed.

FEB 2013 - FEB 2013

Freelance Senior UI Designer
Exposure

Redesign for Martini across web, tablet and mobile.

NOV 2012 - JAN 2013

Freelance Senior Art Director / UI Designer
Imagination

Art Direction and design on Ford touchscreen apps for the 2013 Detroit Auto Show.

OCT 2012 - NOV 2012

Freelance Senior UI Designer
Imagination

Art Direction and design of a premium iPad app for Jaguar incorporating Augmented Reality features.

SEP 2012 - OCT 2012

Freelance Senior Conceptual / UI Designer
Havas EHS

Designs on a pitch to rebrand Lipton.

AUG 2012 - SEP 2012

Freelance Senior Digital Designer
Imagination

Pitch-work art direction and designs for a premium new iPad app offering for Jaguar.

JUL 2012 - SEP 2012

Freelance Senior UI Designer
KIT digital, Inc

Designs for a new provider of on-demand Internet streaming media (a similar offering to Netflix) in Malaysia. These designs will represent the brand in multiple screen formats: web, iPad and mobile.

JUN 2012 - AUG 2012

Freelance Senior Digital Designer / Brand Guardian
SapientNitro

Brand Guardian for Everything Everywhere (EE). Overlooked and maintained production of the styleguide for this project while the brand was being developed. Designed online responsive pages for this project, contributing to the definition of the brand.

MAY 2012 - MAY 2012

Freelance Creative Director / Designer
AngelHub

Reinvented branding and provided an online representation to match. Defined AngelHub's future creative direction by identifying their objectives,

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researching their target audience's needs and ways they could out think their competitors. This included evolving their brand into a more developed form and a rethink of their UI for better ease of use and to provide functionality their competition had overlooked.

APR 2012 - MAY 2012

Freelance Creative Director / Designer **Mangahigh**

Redefined the corporate branding and identity.
Created wireframes, mock-ups, and artwork to attain compliance with interface requirements.
Collaborated with the CEO and front-end developers using design, UX and SEO theory to increase efficacy of site.
Designed games for use on the site.
Designed stalls for exhibitions.
Designed printwork for promotions.
Art directed illustrations for use on the site.
Branding for two additional sites that work in conjunction with Mangahigh.

MAR 2012 - APR 2012

Freelance Senior UI / Motion Designer **Imagination**

Design of UI and video for a high-end ground breaking iPad app for Land Rover, incorporating Augmented Reality (the first time this has been done for a car app).

JAN 2010 - APR 2012

Creative Director / Designer **Mangahigh**

Redefined the corporate branding and identity.
Created wireframes, mock-ups, and artwork to attain compliance with interface requirements.
Collaborated with the CEO and front-end developers using design, UX and SEO theory to increase efficacy of site.
Designed games for use on the site.
Designed stalls for exhibitions.
Designed printwork for promotions.
Art directed illustrations for use on the site.
Branding for two additional sites that work in conjunction with Mangahigh.

NOV 2009 - DEC 2009

Freelance Web Designer **Essence**

Designed thematic templates for personalised Google pages.

SEP 2009 - OCT 2009

Freelance Web Designer **Duke Razorfish**

Created concept pages for the new Nissan UK website.

SEP 2009 - SEP 2009

Freelance Print / Motion Designer **SapientNitro**

Designed print work and motion graphics to promote their design accomplishments in-house.

JUN 2009 - AUG 2009

Freelance Web / Motion Designer **Digital Outlook**

Concepting and Flash animation for a host of clients including Disney, Proctor & Gamble, Chorion and Lego.

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MAY 2009 - JUN 2009

Freelance Web / Motion Designer

Candi London

Concept design plus Flash animation for Morrisons and John Lewis.

MAR 2009 - MAY 2009

Freelance Web Designer

Whitewater

Concept design on pitch work for the RSPCA.

MAR 2009 - MAR 2009

Freelance Web Designer

Exposure

Concept design on pitch work for the London College of Fashion and Wrigleys.

JAN 2008 - MAR 2009

Lead Creative - Web Designer

Wunderman Interactive

Lead Creative for 6 months on the Ford ENGINe account.
Design and production of websites, EDMs, ad-banners, printwork and motion graphics.

Clients included: Lacoste, Proctor & Gamble, Ford and Land Rover.

SEP 2005 - NOV 2007

Interactive Designer

Amnesia Razorfish

Concept design, brand management, Flash animation and HTML/CSS coding.
Design formats used: web pages, individual flash elements, ad-banners, EDMs and print work.

Clients included: Disney free sites and premium sites for Australasia, Holden (Vauxhall), Pepsi, Ikea, Sunilk, Land Rover, Yves Saint Laurent's Z-Zegna, Microsoft, Xbox.

SEP 2000 - DEC 2004

Web Designer / Developer

Walt Disney Internet Group

Acted as the designer and developer for all the European homepages and many in-house projects for Disney.

Created Flash animations and artwork for the themed homepages and ad-banners.

Re-skinned numerous flash games.

Art Direction.

Created themed newsletters and mass mails.

Identified new ideas to maximise page impressions, sponsorship and retain users.

Managed various projects while at the same time designing and developing them utilising flash, javascript and html.

APR 2000 - SEP 2000

Web Designer

Checkaprice.com

Designed and maintained the web site and WAP site.

Helped develop the corporate identity through some radical redesign.

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personal

Date of Birth: 26 February 1977
Age: 40
Nationality: British

education

The University of Glamorgan

BA Honours (2.1)
Media & Psychology
1995 – 1998

Torquay Boys' Grammar School

4 A-Levels: (1 A, 2 Bs and 1 C)
9 GCSEs: (1 A, 7 Bs and 1 C)
1988 – 1995

interests

Aesthetics
Photography
Singer / songwriter and lead guitarist in a band
Music production
Travelling
Socialising

references

Available upon request