

Ryan Cheshire

Design Lead & Art Director

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summary

Ideas and their communication are the core of our understanding.

For the last 23 years it has been my privilege to explore ways that increase people's understanding and awareness of brands for mutual benefit.

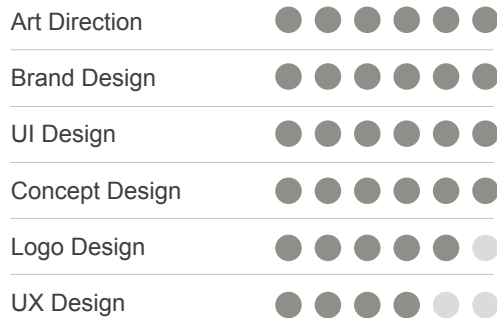
From strategy to creative direction right through to pixel perfect creations, it continues to be my passion to increase this awareness and subsequent trust.

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 and mentoring creative teams to produce outstanding client work.

Clients include:

PMI, Coca-Cola, Fanta, Sprite, Disney, Microsoft, Proctor & Gamble, Pepsi, Ford, Land Rover, HSBC, EE, Wrigleys, Ikea, Southern Comfort, Lacoste, Lego, Xbox, and many more.

skills



software



employment

Notable Roles

JAN 2021 - JUN 2023

Freelance Senior UI Designer / Design Lead Publicis Sapient

PMI: UI design for global website in Sketch.

Was pleased to accept the responsibilities of Design Lead for the email campaigns from January 2023.

Creation of styleguides to maintain the consistency of the IQOS brand across email campaigns on a global level.

Design and animation evolution for the email campaigns to maximise user engagement.

Oversaw the output of the creative team to maintain the uniformity and quality of the email campaigns.

Uniper: UI design for website in Sketch.

Nescafé: UI design for global website in Figma.

Siam Commercial Bank: Design of style frames with animation concepting for promotional videos in Figma.

MAR 2018 - OCT 2020

Design Lead Movement

Movement is an award winning agency whose clients include Coca-Cola (along with its subsidiaries), Clarins,

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Rubik's and Vitalite.

I maintained their impeccable creative standards through design concepts, scamps and motion graphics, along with overseeing the output of work from the creative team.

Specific tasks have included art directing a game with Snapchat for Coca-Cola, designing and animating rich media content for Coca-Cola, Fanta and Sprite, and overseeing digital and print content output for a Batchelors / Square Enix campaign centred around the Final Fantasy VII Remake game launch.

DEC 2017 - JAN 2018

Freelance Senior UI / UX Designer **August Media / Publicis**

Wireframes and designs for Goodwood to enhance the usability and navigation through a complex site with many pages and features.

AUG 2017 - AUG 2017

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

McCann / Opel / Vauxhall: Sent to Frankfurt to work on a high profile presentation for senior management. Included defining a new visual language along with elegant animations to set the tone for this communication.

MAR 2017 - JUN 2017

Freelance Senior UI Designer **Virgin Media**

Design and branding work on RUBY - Virgin Media's more cost effective broadband offering using Sketch. Design work for conversion rate optimisation on the Virgin Media website.

SEP 2016 - DEC 2016

Freelance Senior UI Designer **Friday**

HSBC: Adaptive design work on their premium private banking platform. 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.

APR 2016 - SEP 2016

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

Nesquik: Lead creative for a global campaign. 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.

SEP 2015 - JAN 2016

Freelance Creative Director / UI Designer **Vis-a-vis**

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

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NOV 2013 - NOV 2014

Freelance Senior Art Director / UI Designer
Exposure

Triumph Lingerie: Art Direction and Design for a Pitch.

Triumph UK and US: Design work for responsive websites.

C&A Europe: Design work and digital consulting for a new responsive website.

NOV 2013 - NOV 2013

Freelance Senior Art Director / UI Designer
Communicator

Southern Comfort: Art Direction and Design work for the mobile only Karate Man website.

FEB 2013 - FEB 2013

Freelance Senior UI Designer
Exposure

Martini: Responsive redesign across web, tablet and mobile.

NOV 2012 - JAN 2013

Freelance Senior Art Director / UI Designer
Imagination

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

OCT 2012 - NOV 2012

Freelance Senior Digital Designer
Imagination

Jaguar: Art direction and design for a premium new iPad app offering.

JUN 2012 - AUG 2012

Freelance Brand Guardian / Senior Digital Designer
SapientNitro

Everything Everywhere (EE): Brand Guardian.

Overviewed 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 / UI Designer
AngelHub

Reinvented branding and provided an online representation to match.

Defined AngelHub's future creative direction by identifying their objectives, 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.

MAR 2012 - APR 2012

Freelance Senior UI / Motion Designer
Imagination

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

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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.

JAN 2008 - MAR 2009

Lead Creative / Web Designer **Wunderman Interactive**

Ford ENGINe: Lead Creative - art direction and design.

Additional roles and references available upon request.

personal

Date of Birth: 26 February 1977
Age: 46
Nationality: British

interests

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

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