
Personal Information

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Summary

Tom is a graphic and web designer who specialises in online advertising. He has over 10 years experience in the advertising industry gained at WCRS, Agency.com, iTraffic, M&C Saatchi, The Grand Union and Soup Digital. He's an experienced creative designer with a strong desire to push the boundaries of online advertising and design.

Tom has an extensive knowledge of Flash animation and digital artwork for both print and online media. He is an experienced creator of award winning online adverts in all formats including Rich Media and Interactive Projects including Flash and HTML/CSS Websites, Microsites, CD-Roms and HTML Emails.

Education History

1994 – 1997 BA (HONS) Graphic and Media Design. London College of Printing, Elephant & Castle, London.

1993 – 1994 Art and Design Foundation. Salisbury College, Salisbury, Wiltshire.

1992 – 1993 BTEC 1st Diploma in Graphic Design, A Level Art, AS Level Photography. Weymouth College, Weymouth, Dorset.

1989 – 1992 GCSE's: Maths, English, Art, Business Studies, Science, Technology and Humanities. Thomas Hardy's School, Dorchester, Dorset.

Employment History

May 2007 - 2010 Freelance Graphic Designer - Dorset.

I set up ovo Limited and continued doing freelance work (online adverts, web design and print design) for design agencies and local businesses from my home office. Working mainly for Soup Digital (Norwich), as part of their team creating online adverts for SkyTV, Kingsmill and Aviva. Other clients include: FiveByFive a design agency in Southampton, Wan Ling Tea House, WJHart, Angel Cake Company, Spin8, Newburg Networks and Arctic Trailers.

March 2006 - May 2007 Freelance Graphic Designer - London.

Working as a senior creative at Play, M&C Saatchi's Interactive department. I was responsible for managing a team of 4 designers and various freelancers designing and producing online adverts for clients such as ITV, Thames Water, Ribena and Qantas Airlines. Working also for Iris, Base One and Grand Union (Clients included Abbey, Npower, John Frieda, British Gas, Sony, Hugo, Toyota and National Express) along with personal clients producing online adverts, websites and print based work.

April 2005 - March 2006

I took a year off work to travel through China, South East Asia and South America.

October 2004 - March 2005 Senior Designer at Agency.com, 85 The Strand, London.

I became a Senior Designer at Agency.com in October 2004, when ittraffic merged with its parent company. I was then in charge of supervising a team of eight designers and handling all Rich Media production. Working closely with the Production Manager to organise time schedules and the smooth running of projects between the media team, creatives and the design team. Working with creatives at a concept level to ensure the work presented to clients was feasible. Hiring and overseeing the work produced by freelancers, handling photography and image retouching.

Additional clients: British Telecom, Dulux, COI and T-Mobile.

April 2003 - October 2004 Senior Designer at ittraffic, Tequila House, Cambridge Circus, London.

At ittraffic I managed a team of four designers to create online adverts including, Rich Media, HTML emails and CSS web pages. My responsibilities included art directing, design and animation, supervising freelancers, proofing work and checking for continuity before it was sent to clients. Liaising with companies to obtain information about new technologies. Clients included: British Airways, NSPCC, Freeserve/Wannado, Hilton Hotels and Cahoot.

February 2001 - April 2003 Interactive Designer at WCRS, Golden Square, London.

After freelancing for a month at WCRS, I was employed by the Interactive Department. I worked closely with creative teams to obtain a high quality of work creating online adverts and rich media. I was also involved in work for pitches and photo-shoots. Clients included: BMW, MINI, Vodafone, Lunn Poly, Prudential and Camelot.

August 2000 - February 2001 Freelance Graphic Designer - London.

Bark Design, Mount Pleasant, London: I worked with Bark for 4 months designing and constructing CD-ROMs and Flash websites. **Tim Harrison** - Former Creative Director at Oven Digital, USA: Working with Tim I created a website for the newly formed oxbridgelife.com. I also worked on the design and navigation of Ford Cars' new website. I helped to developed ideas for Australian based Thunk Recording's website and other related promotions and contributed to various other pitches.

July 1997 - July 2000 Junior Graphic Designer - Ltd, Hertford.

After completing my degree, I started working for Saunders-Milner, a design company based in Hertford. Initially, I worked as a print designer creating brochures, adverts and corporate id's. With the companies encouragement I started to teach myself how to use Director, Flash and HTML. I was therefore responsible for enabling the company to enter the interactive market making CR-Roms and websites. Clients included: Electronic Arts, Jungle.com, The Marketing Store Worldwide, Lynton Cooper, Drury Shipping, Nationwide, Innovation-TK, MonkeyTennis.com (Early version of the band Guerrillas), Telesoft-Design, Creative Action Design and MK-Design.

Summery of skills

- Senior Web Creative with an advertising agency background gained at some of London's best agencies. Enthusiastic self-starter, highly motivated with the desire to push the boundaries of online advertising and interactive design.
- Experienced creator of interactive projects including Flash and HTML/CSS websites, HTML emails, CD-Roms, award winning online adverts in all standard formats and rich media.
- Extensive knowledge of digital artwork and online media and the practicalities of navigation design and usage. Able to produce creative design solutions for project briefs, colour visuals and interactive material to a highly finished standard.
- Creative team player with the ability to manage a team. Confident and able to encourage and motivate others. Strong leadership skills. Fast learner with a keen interest in new technology. Works extremely well under pressure.
- Good understanding of business issues, effective decision maker with good communication & presentation skills, task and time management, influential interpersonal skills, operates with minimum supervision.
- Able to create, retouch and optimise digital images via photography and illustration for both digital media and print.
- Experienced Mac user, with a full understanding of Mac OSX, capable of installing software and hardware. (PC user aswell).
- Proficient in the following: Flash, Fireworks, Photoshop, ImageReady, Indesign, Dreamweaver, Illustrator and Freehand. With a good working knowledge of many other applications.

Hobbies and Interests

Vjing (Live mixing of video to music). Fine art and crafts, especially ceramics, collecting and listening to music, photography and typography, travel, reading and gardening.

References

Jon Sharp - Managing Director (Former MD of ittraffic).
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