

Gareth David.

Creative Director

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Visa Status: Permanent Residency

An award winning Creative Director that specialises in branding & creative strategy

Over five years of professional experience as a Creative Director. Fifteen years of experience in the design industry. Successfully led cross-functional teams, partnered with clients, and delivered quality results.

+ Creative Expertise

- Creative Direction
- Strategy & Leadership
- Design Process Lead
- Client Relations
- Branding
- Digital Experiences
- Web Design / UX
- Presenting
- Visualising & Sketching

+ Education

Degree Graphic Design BA

2003 - 2006 / Kingston University (UK)

Diploma Art Foundation

2002 - 2003 / Swansea Institute of Art & Design (UK)

+ Awards

+ Bronze / Branding

Creativepool / Annual Awards 2022

+ Platinum Canopus Winner / Digital Education

Vega Awards 2022

+ Overall Winner / Branding

Aquent / Talent Awards 2015

+ Links



+ Recent Experience

Charles Elena (AUS)

○ **Freelance Creative Director** / Dec 23 - Current
4 months

○ **Creative Director** / Dec 22 - Nov 23
1 year

At Charles Elena, I draw on my wealth of design experience, storytelling capabilities, and command of visual language to generate, articulate and present ideas and concepts, to inspire our client's imaginations and work closely with the design team to bring them to life.

In this role, I worked closely with clients and lead the design process from start to finish across a variety of projects, from **branding and marketing campaigns, to booth design and a VR experience.**

Highlights include **spearheading the look & feel for a \$500K booth experience at the worlds largest tech show, including print, motion graphics and social marketing and directing a digital Tennis VR metaverse experience.**

KEY RESPONSIBILITIES:

+ Project Leadership

Oversee the design process, take creative ownership of assigned projects and serve as the client's key point of contact.

+ Creative Strategy

Establish clear creative concepts and strategies that are tangible to clients and are aligned with project objectives.

+ Creative Direction

Guide creative teams, maintain project vision and inspire high design standards by briefing and providing constructive feedback.

+ Project Delivery

Generate documents, present and pitch to clients explaining concepts and strategies. Help to keep projects on budget and ensure deadlines are met.

+ Profile

“I strive to create design solutions with vision and substance, based on careful, well-thought-out strategy. I’m always on the lookout for the big idea to drive the creative.

This ensures I craft design with care and meaning, but most importantly appeal to a target audience to help drive success.”

My portfolio showcases extensive design experience with boutique and corporate clients, spanning print and digital communications, logo identity, branding, campaigns, web design, and concept artwork.

With the ability to lead projects from concept to completion, I foster a culture of creativity, innovation, inclusivity, and collaboration.

I always bring innovative, original and exciting ideas and solutions to the table, with the ability to communicate these ideas in front of an audience or one to one.

+ Clients Served



Infosys

amazon



ADVANCE



BHP



+ Earlier Experience

Emote Digital (AUS)

Freelance Creative Director / Jun - Sep 2022
4 months

Lead creative solutions for website design and social media marketing.

Riverside Training Spalding (UK)

Freelance Creative Director / Jan - May 2022
5 months

Logo & Brand identity for an education institution.

Sky (UK)

Freelance Senior Brand Designer / Aug 2020 - Feb 2021
6 months

Brand identity for a business broadband product.

Zellar (UK)

Freelance Creative Director / Aug - Dec 2019
4 months

Logo & Brand identity for an energy company.

Forever-Beta (UK)

Freelance Senior Brand Designer / May - Jul 2019
2 months

Logo & Brand identity for a tech start up.

Hiveworks (UK)

Freelance Senior Brand Designer / Mar - May 2019
2 months

Logo & Brand identity for a smartphone app.

ITV Creative (UK)

Freelance Senior Brand Designer / Aug 2018
3 months

Logo & Brand identity for a kids channel.

McCann Health (UK)

Freelance creative / designer - May 2018
1 month

Logo & Brand identity for a pharmaceutical drug.