

## a bit about me...

As a seasoned creative professional with over 20 years of experience, I am eager to transition into the role of a concept artist. My strong conceptual, art direction, and visualization skills, coupled with my ability to mentor junior team members, recruit top talent, and effectively manage studio workflow, make me an ideal candidate for this position.

I am passionate about the creative process and thrive in environments where I can help clients achieve their goals while delivering outstanding results. My hands-on approach has allowed me to develop a diverse skill set that includes digital, exhibition and conference, live events, print, video, animation, social media, creative direction, and client presentations. I am comfortable sketching concepts and using the latest creative software to bring my ideas to life.

As a freelance all-rounder, I have the ability to present original concepts to clients and see them through to completion across multiple media, from print to digital and from illustration to video. With a good sense of humor, drive, and commitment, I am confident in my ability to excel as a concept artist and bring my passion and expertise to new challenges.

After a successful career as a Creative Director, I found myself facing redundancy and saw it as an opportunity to pursue a long-held dream of becoming a Freelance Concept Artist. I have been honing my skills as a concept artist by working with two companies on a freelance basis, and am now eager to join a studio and bring my expertise to new challenges. With many years of experience in the creative industry, I am confident in my ability to transfer my skills as a creative director for B2B clients to the gaming industry. I am skilled in taking a brief, producing quick iterations of ideas, receiving and giving feedback, and translating the brief into high-quality finished artwork. My expertise in traditional illustration, combined with my proficiency in 3D software for creating environment art, makes me a versatile and valuable addition to any team.

### Brand experience

Google, Adobe, Microsoft, O2, Dell, Epson, Canon, Oracle, Atos, Toshiba, Diageo, Pepsico, Walkers, Heinz, Lindt, Subway, Red Bull, Reading Football Club, Spurs, New Covent Garden Foods.

### Freelance Creative

July 2022 to present  
Remote/Hybrid

Concept Artist - Data 7 Studios, Remote

Concept Artist - Pixelynx, Remote

Paintover Artist - Fluid, Remote

Video and 3D - Quantum Marketing

Video and VFX - Orchid

### Creative Director

March 2020 to July 2022

Cloud Moves TV, Reading

- Earned CMTV the 'Most creative use of interactive video' award awarded by Wirewax in 2021
- Leading the creative team in the production of interactive videos for B2B tech clients
- Won many creative pitches for the company presenting creative concepts direct to client.
- To ensure a smooth video production process I created effective visual storyboards and shot lists for the video team.
- Reporting direct to CEO with 5 direct reports
- Mentoring the younger team and dealing with freelancers

### Creative Director

August 2019 to March 2020

Quantum Marketing, Reading

- Brought on board to head up the latest acquisition of Google as Creative Team Lead
- Created pitch winning visuals for clients working alongside Creative Strategy Director, and Head of Copy,
- Help build Quantum's digital marketing strategy
- Create high level concept sketches and pitches for Google & Adobe

## **Creative Director**

November 2016 to August 2019

Learning Enterprises Organisation, Preston Crowmarsh

- Running a productive studio creating collateral across print, digital and video
- Restructured the entire marketing and creative wing of the company resulting in new hires to manage increased workload
- Worked as part of the Executive Management Team reporting directly to the CEO
- Creative direction on video projects across global events, assisting with filming and directing photo shoots
- Bringing a new sense of direction and motivation to an existing team

## **Creative Director**

June 2015 to November 2016

Oculus, Integrated Marketing Communications, Reading

- Leading campaign led concept and creative across all media
- Inspired and expanded the teams creative excellence
- Motivating and guiding all team members (creative, digital and account teams)
- Streamlined processes and efficiency by restructuring the studio work-flow,
- Understanding client objectives by taking creative briefs direct from client, interpreting and communicating to team
- Leading brainstorming and collaborative creative sessions
- Functioning at non-executive director level

## **Senior Creative**

April 2013 to June 2015

Brew Agency, Marlow

- As a start up I played a fundamental role in setting up the creative studio from inception
- By using creative knowledge and strengths of the team I implemented a studio creative standard & quality control from start up
- Achieved a productive work-flow by Scheduling work across Digital/Creative/Copy
- Creative lead on Toshiba, Microsoft and Epson accounts across digital, video and print
- Impressing clients by our creative response to brief, scamps through to full visualisations
- Storyboarding promotional videos/animations
- Managing the creative team & mentoring junior designers
- Interviewing and hiring new members of the creative team

## **Senior Creative**

April 2011 to April 2013

The Marketing Practice, East Hendred

- Creative lead on digital and print campaigns for O2, Oracle, Cisco & Canon
- Assessing digital projects from wireframes to user experience
- Responsibility and management of outsourcing any digital work to third party suppliers
- Attending client development meetings and helping to understand and expand on creative and digital briefs.
- Manage full service creative campaigns from concept through to delivery
- Programming in PHP/MYSQL, developing flash/jquery applications.
- Full site builds in HTML/CSS

## **Senior Designer**

July 2010 to March 2011

Qwerty Ltd, Theale

## **Head of Design**

August 2008 to November 2009

Cdiscount, Welwyn Garden City

## **Self Employed Freelance Web Developer & Graphic Designer**

Sep 2004 to August 2008

Wallingford, Oxfordshire

## Education & Qualifications

Cannons High School, Edgware, Middlesex, CGSE: 5 passes incl. Maths & English  
Greenhill College, Harrow, Middlesex: A-Level: Art, Drama & English Literature

## Hobbies & Interests

When I do have some time for myself I enjoy reading, selfishly almost totally science fiction. I also am very active in voice acting, collaborating on podcasts and producing my own audiobooks.

I'm known to collect comics when I can and have been interested in them since my youth, which lead me to design and produce my own small press publication many years ago. I also enjoy drawing and illustration and am currently producing concept art using 3D and Photoshop.

Also, scuba diving, Karate, helicopter piloting, gliding, brain surgery and rocket science, flower arranging and macramé, all whilst maintaining a good sense of humour.

## References

Various people can be found to support my claims, and not all of them are friends and family. A range of recommendations can be supplied on request.

## Freelance Testimonials

*I have worked on a number of projects with Joel both recently and in the past in my role as Marketing Director of ESET UK. I can highly recommend Joel not only for his proficiency as a designer and videographer, but for his conceptual skills too. His ability to translate a brief (often complex and often strategic) to an idea and design that effectively communicates and engages audiences, is a rarity these days. He is a complete all rounder and works hard to deliver a quality product that never fails to surprise and delight. The breadth of his experience is a bonus that often means his ideas are 'right first time'.*

Alan McCulloch  
Client Services Director  
ORCKID

*Joel is an outstanding creative. Having worked with him as both an agency colleague and now as a valued freelancer, his contribution is always hugely appreciated. We all have to balance the reality of commercial and client requirements with the desire for creative ideas and executions that stand out and stimulate positive reaction. Joel has both the experience and flair to always hit the sweet spot.*

Client Director,  
Marketing Services  
Quantum Marketing