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## 01/2018 - present

Freelance Senior Designer / Art Director. [Hellokieran@gmail.com](mailto:Hellokieran@gmail.com) | 07975693357

**Recent:** DixonBaxi | IMG Endeavor | WeAreFearless | Fulham FC | W2O

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### The Football Association

**In House Creative Director:** 02/2016 - 01/2018

Creative Direction and design across The FA's key accounts including The FA Cup, England Men & Women's Senior Team campaigns, St. George's Park DNA and grassroots education pathways. Developed sponsorship decks, social media tool kits, squad announcements and campaign creative.

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### One Chance One Goal

**Creative Consultant:** 07/2015 - 02/2016

Working closely with local sports clubs, brands and governing bodies, I developed and implemented effective digital brand campaigns and strategies to generate increased sponsorship revenue for The London FA.

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### Wipro Digital

**Director of Digital Design:** 01/2015 - 05/2015

Brought on board to establish a new creative studio culture, process and capabilities. Implemented and standardised the global visual design credentials and digital proposition throughout UK and India. Directed and secured key pitch wins via for Vodafone, US Bank, Fedex and UPS.

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### Lime Creative

**Art Director:** 08/2014 - 12/2014

Art directed and handled key agency accounts including Gaggenau, Absolute Lux Interiors amongst other high end luxury brands. Mentored and oversaw the creative output of the entire in house creative team.

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### Bwin Party Digital Entertainment.

**Conceptual Designer:** 12/2013 - 08/2014

Conceptualised and delivered key campaign visuals as part of a global rebrand of Bwin's gaming platforms, websites and betting apps. Coordinated the UK & US creative teams to deliver new digital campaigns to increase participation.

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### IG.com Trading

**User Interface Designer:** 02/2011 - 12/2013

Created national brand and sponsorship campaigns to attract new client account activations and increase brand awareness. Designed and manufactured the bespoke IG.com 2013 Tour of Britain trophy. Developed UI designs for use across global trading platforms and range of digital products.

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### Education

**Ba Hons Graphic Design for Advertising.** University of the Arts.

09/2003 - 07/2007