

James Shorrocks

v5.3.5

Creative digital UI/Visual designer with over fifteen years of broad ranging experience in digital design and art direction. Expertise includes responsive and adaptive web, digital branding, user-focused design, native apps & innovation.

Current role // Freelancer Digital Designer/Art Director

Freelance creative working for a variety of clients from startups to established global brands. Disciplines include art direction and design for responsive and adaptive web and native apps and various other digital platforms. Other skills include UX; branding, print, advertising; video, animation and motion graphics; digital interactive audio/visual experiences including emerging technologies in human/computer interaction.

Previous role // Senior Designer, Delele London

Working with the Creative Director to take projects from concept through to completion for online and branding, as well as print, particularly in user-driven content and social networking environments. Devising and implementing creative concepts and strategies. Preparing pitches and presentations and also client facing. Managing, mentoring and providing art direction to the designer team. Working with technical staff in project scoping, information architecture and UX.

Creative // Whether it's developing a creative concept or a graphic execution I strive to provide solutions which don't just fit the purpose but also push the boundaries of the brief, delivering projects which go beyond the clients' expectations. Strong typographic, composition and technical skills help me deliver work to a consistently high standard. I have a reputation for getting concepts signed-off first time, rapid execution and invariably adding additional value to projects I'm involved in.

Conceptual // For me, great design is about idea before execution. I believe creating a strong core concept is the foundation of all good work. I approach each project on it's own merits to find the most direct and engaging way to deliver the message and achieve its aims. In my work a thorough thought process is 90% of the execution.

Versatile // As well as years of experience in graphics I have also developed strong skills in user experience and information design, honed by my recent MA in Design for Interactive Media. As well as this I have gained skills in emerging technologies such as physical computing and interaction design, audio/visual experience design as well as motion graphics and animation.

Culturally aware // I believe it's essential to be aware of cultural trends in order to connect with your audience. I stay aware of emerging trends in areas such as design, art, fashion, music, film, retail and lifestyle, contribute to a network of international trend spotters and contribute to various online social communities. I find this an invaluable resource to draw from when developing concepts.

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Selected Work History & Client List

Freelance Designer/Art Director
November 2008 – Present

SapientRazorfish (NatWest/RBS, Yas Island, BNPP)
UI design, data visualisation, iconography

TBWA (Nissan, GoDaddy) UI design, motion graphics

Ogilvy & Mather (Various) Design for print, online and illustration

Drum OMG (Disney, John Lewis, Etihad Airways, McDonald's Channel Us) Campaign visuals, branding, digital media and illustration

Sony Computer Entertainment Europe R&D
User interface design for augmented reality gaming on PlayStation Move

Serien (Vodafone, Lloyds) Usercentric UI and UX design

EMI Data visualisation iPhone and iPad App design

Orange Labs Various experimental apps for web iOS, Android and Smart TV

Havas (V05, Santander, Unilever) Art direction and design for online and mobile

Bloomberg TV Interactive touchscreen app design and data visualisation for live broadcast

Lean Mean Fighting Machine (Channel 4, Unilever) Web design and motion graphics

LBi (BT, Garanti) Web and print design

Publicis Modem (Hewlett-Packard) Web design

C-Burn (Secret DJ) Branding, digital, print, iOS/Android/web app and user interface art direction and design

Lucky Voice Online, print and branding.

Senior Designer, Delele London
March 2006 – November 2008

Hed Kandi (Ministry of Sound) Web design

The End Club/AKA Design for print

Azuli Records/Space Ibiza CD artwork, advertising

Leonard Cheshire Disability Web design

BBDO Online and game design

Unilever Flash design, illustration

Freelance Designer
April 2001 – March 2006

Dare Digital (Wanadoo, Barclays, The AA)
Art direction, flash animation, web/viral design

Mother (Orange, Selfridges, Coca-Cola, Boots)
Advertising, branding

Universal Music CD artwork, merchandise, online

Sony BMG CD and DVD artwork, advertising

Topman T-shirt design

Designer, Black Peach Design
September 1998 – April 2001

Halifax PLC Broadcast design and production

Birchwood Powerboats International Branding, advertising, brochures, events, retouching, full service

Qualifications

MA Design for Interactive Media

Lansdown Centre for Electronic Arts, Middlesex University, London, 2009 – '10

HND Graphic Communication

Batley School of Art and Design, 1996 – '98