

Adam Hart

Curriculum Vitae

A forward-thinking, enthusiastic and self-motivated digital design & motion graphics artist with over 5-years experience; able to work alone or as part of a team.

D.O.B. – 11th September 1986
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To inspire, and be inspired:

Having diverse digital media experience, coupled with a background in web development has enabled me to conceptualise ideas with semantics and user journey in mind. I can apply my established flare for design, animation and creativity to both projects and pitches; effectively aiding colleagues in developing briefs while closely working to deadlines.

Digital design and creativity

Website (desktop and mobile) design
eCRM e-mail design
Video editing and motion graphics
Flash banners and micro sites
User Experience and User Journey
Vector illustration & animation

Proficiencies

Adobe Photoshop, Illustrator, Dreamweaver,
Flash, After Effects, Mocha, Premiere & Encore.

Cubase, Reason, Word, Excel & PowerPoint.

Actionscript 2 & 3, XHTML, CSS, PHP & JQuery.

To stand out is one thing; but to be outstanding is something else:

The market is forever shifting in new and exciting directions, I see this as an opportunity to gain insider knowledge and develop my skills. I regularly research new techniques and up-and-coming trends within the digital media premise. It is this conceptual thinking that has allowed me to devise my own inspiration and act upon it whenever necessary.

Work experience

2009 - Current Digital Designer – Partners Andrews Aldridge

Partners Andrews Aldridge are the Direct Digital Experts within the Engine Group; though I was the first digital specialist they hired. Being the only person in the company with my specific skill set, I was under pressure to complete a backlog of work; yet retain dynamism in pitches for new clients. It was with the skills I added to the organisation that gave them the confidence to pitch for digital work from Lucozade, The New Mini and Sony, and win pitches from BMW, Rolls Royce, Wickes, Niquitin, ghd, Gala and GSK. Since joining the renowned DM agency, I have worked with a plethora of clients from a range of sectors; honing my skills in digital design, Flash, video production and motion graphics.

2009 Digital Designer – Libertine

Three-month contract working for 'free thinking' agency The Libertine based in Soho, West London. Designing and building HTML e-mails and landing pages for companies such as Airport Express, Worlds Best Bars, Tabasco and Henderson New Star. From hand-drawn creative briefs I also crafted Flash banners and their vector-based assets/artwork for clients such as Airport Express and Artemis.

- 2009 Front-end developer – ITV
- Two-week placement at ITV's digital production office in the Waterloo TV Studios. At this placement I researched and built a Myspace page and various Flash video players (using dynamically loaded movies) and slideshows for their new TV show 'FM'.
- 2008 Front-end developer – Capsule01
- Two-week contract at digital creative media company Capsule01. On this placement I applied my various front-end specific website development skills on three projects for clients KAS, Terrace Hill and Kahman Lee. The project for Terrace Hill required the production of a Javascript image scroller using JQuery.
- 2008 Junior Digital Designer – Underwired
- Three-month contract working for Underwired, the eCRM agency based in Central London. Underwired have raised my production standards significantly, and offered me the opportunity to unleash my creativity on large-scale projects for some major clients. It was here I learned the fundamentals in eCRM and HTML e-mail design; testing and sending for clients such as News International, Nickelodeon, Nick Jr and McCain. I also crafted Flash banners for Virgin Bingo and Reed Recruitment.
- 2007 – 2009 Freelancer – Abstract X UK
- Throughout my time contracting in London I managed my own freelance clients under the guise of Abstract X UK. Through this I have learned some valuable client facing skills that can only be gained through experience. It has also highlighted the areas of my personality that are confident; and showed me how to convey this confidence to manage the expectations of small local businesses, through to large city-based financial institutions.
- 2005 – 2007 Junior web designer – Advance Computer Solutions Ltd.
- My role in this small company was mottled between building web-based stock control systems in PHP and designing websites to building computer/server systems and designing small network infrastructures. This varied role has developed my quick response to altered mindsets and attitudes on projects and interacting with clients. Whilst working in a small team within this agency I developed my skills in Flash, XHTML, CSS, PHP, MySQL and Javascript. Being my first position in the advertising industry, I honed my ability to self-motivate in situations where I have to use my own initiative to succeed.

Education and Qualifications

College

A.V.C.E. I.C.T. (2 A-Levels)
 Comptia A+ (Computer Technician)
 European Computer Drivers Licence

Other qualifications

Google Qualified Advertising Professional
 W3C Certified HTML Developer
 NVQ Level 3 ICT Professional Apprenticeship

Hobbies and interests

I have had a passion for music from a very young age, playing a variety of musical instruments. In my spare time I enjoy music production and audio editing in Cubase and Reason. I am currently writing music that I one day hope to release commercially, with the intention of donating all profits to various charities. Aside from music, I enjoy participating in a variety of sporting activities such as football, running, cycling, sailing, skiing and general health & fitness.