

# James Shorrocks

v6.0.0

07980 932 108

mail@JamesShorrocks.com

www.JamesShorrocks.com

1 Cordelia House, Arden Estate,  
London N1 6RG

## CREATIVE DIGITAL UI/VISUAL DESIGNER WITH AROUND 20 YEARS OF BROAD RANGING EXPERIENCE IN DIGITAL/UI/VISUAL DESIGN.

**Expertise includes responsive and adaptive web, digital branding, user focused design, native apps & innovation. Holds a Masters Degree in design for interactive media and creative technology.**

### CREATIVE //

Whether I'm 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 its 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 its 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 and find this an invaluable resource to draw from when developing concepts.

## SELECTED CLIENT LIST

**Deezer** Web, social, video and motion

**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

**Lucky Voice** Online, print and branding.

**Hed Kandi / Ministry of Sound** Web design

**The End Club/AKA** Design for print

**Space Ibiza** CD artwork, advertising

**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

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## CURRENT

### Deezer

CONTRACT: SEPTEMBER 2018 –

UI design, branding, advertising, social, video, animation and storyboarding at one of the leading global music streaming services.

## PREVIOUS EXPERIENCE

### Freelancer Digital Designer

SEPTEMBER 2010 –

Freelance creative working for a variety of clients from startups to established global brands and numerous internationally renowned digital design agencies. 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.

### Masters degree studies, Design for Interactive Media

LANSDOWN CENTRE FOR ELECTRONIC ARTS,  
MIDDLESEX UNIVERSITY, LONDON: 2009 – '10

Researching human cognition in human/computer interaction, user experience, creative technology, code, interactive installation, digital art and design.

### Senior Designer, Delete

MARCH 2006 – NOVEMBER 2008

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.

### Dare Digital

CONTRACT: AUGUST 2005 – FEBRUARY 2006

UI design and art direction for large scale websites for clients including The AA and Barclays and campaign sites for Orange and Lynx/Axe amongst others.

### Freelance Designer

APRIL 2001 – MARCH 2006

### Designer, Black Peach Design

SEPTEMBER 1998 – APRIL 2001

## 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