

FRED WHEELER

Freelance Art Director

London & NYC. July 2010 – present

- Over 13 years of design experience with a focus in the digital realm
- Experienced in Brand strategy, interactive advertising, planning, budgeting, project management, information architecture and graphic design (interactive, motion & print)
- Worked on a wide range of client accounts across multiple industry sectors, including: Viacom, Paramount Pictures, Toyota, Piaggio, Tods, F&F Europe, Best Buy, Staples, Cadbury Adams, British Telecom and many more
- Core understanding of interactive technology, web & mobile

Domani Studios, Senior Art Director

New York. April 2010 – June 2010

- Created then developed concepts and design executions for high value consumer focused clients
- Oversaw a team of designers and worked closely with developers
- Clients included, Tods, Orange County Choppers, Starwoods Hotels & Resorts and Comedy Central

Last Exit, Design Director

New York. February 2003 – March 2010

- Responsible for company wide design and interactive output
- Worked with management team to develop outstanding client solutions
- Created briefs, information architecture and design concepts. Assisted in developing project time lines and deliverables
- Managed a team of designers, developers and project managers

Deepend New York, Senior Graphic Designer

New York, July 2001 – February 2003

- Graphic design for world wide web, interactive advertising, animation, motion graphics, print
- Online & offline branding design
- Deepgroup “worldwide brand guardian” ensuring brand consistency and guideline compliance across all print and digital communications
- Time management in consistently meeting client expectations on deadlines

Deepend London, Graphic Designer

U.K. July 1998 – July 2001

- Graphic design for world wide web, interactive advertising, interactive television and print
- Branding and its intrinsic value
- Technical understanding of underlying principles of interactive design, including browser compatibility information architecture, and usability

Worcester College of Technology - HND Electronic Graphics

U.K. July 1996 – July 1998

Software

Adobe Photoshop, Illustrator, Flash (Basic Actionscript), Indesign, QuarkXpress, After Effects, MS Office, Apple iWork

Awards / Work Published

- IMC - best in class, Automotive & Lifestyle, 2008
 - *Vespa USA promotional site*
- Design Licks site of the day, 2008
 - *Vespa USA & Last Exit 2008 promotional site*
- Interactive Design Award, 2002
 - *Journeys By DJ promotional site*
- IDN magazine, Feb 2001
 - *Typographic 56 artwork*
- Published in design annual, 2001
 - *Typographic 56 artwork*
- Macromedia ‘Site of the Day’ Award, 2000
 - *Malibu Rum promotional site*
- NCVO Information award, 2000
 - *B.T. Impact on Society site*
- Design Week, 1998
 - *Packaging Solutions Advice Group site*
- Computer Arts Magazine, 1998
 - *HND Graduate showcase artwork*