

# Darren Stevenson

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Portfolio: [www.diversitydesign.co.uk](http://www.diversitydesign.co.uk)

I am currently contracting for various companies as a digital designer, motion graphics designer and developer. My most recent full-time position, was a Senior Digital Designer for Wellcom Worldwide. I have created work for their clients, as well as working for BBH, Havas, Mother and Mullen Lowe agencies. I have been creating DOOH and social campaigns in AfterEffects and coding the digital display campaigns for all of their client's portfolios. My most recent work, includes all of the social and display for the HM Government Covid and Brexit campaigns. I have over 20 years experience in the digital industry and I am able to apply my skills to a broad range of media.

## Qualifications and awards:

- Double click studio certified in dynamic and standard builds
- Silver DMA Award 2017
- BA (hons) 2.1 in Graphic Communication at Wolverhampton University (1996)
- Three A levels in Art(B), History(C) and Business studies(C) (1993)

## Work history

### Contract Mellora&Smith - GoCardless

May 2021 [www.gocardless.com](http://www.gocardless.com)

Contracting as a designer/developer to create digital display for a number of campaigns for GoCardless which included Energy campaign, FinServ campaign, Outpacing the chasing campaign and the Bobbleheads campaign. Creating all social and digital display for all. After effects, design and coding.

### Contract Wonderbly

Jan 2021 - April 2021 [www.wonderbly.com](http://www.wonderbly.com)

Contracting as a designer/developer creating beautiful customisable children's books. Writing all the css and javascript. Worked on the Avatar project, implementing a system where users can choose between 12 hair colours, 12 hair styles and 7 skin tones which can be rolled out across all book titles produced.

### Fulltime Wellcom Worldwide

October 2019 - November 2020 [www.wellcomww.com](http://www.wellcomww.com)

Senior digital designer/motion graphics and developer working for Wellcom clients and Havas, Mullen Lowe, Mother agency work

- Campaigns for Christies, KFC, HM Government, DE BEERS, Tesco's, Huawei, Audi, Venclyxto, Pimco, VW, Samsung. Creating all social, DOOH and digital display for all. After effects, design and coding.
- Creating all social and display for the Covid and brexit campaigns for HM Government
- Coding digital display for Double click and Sizmek platforms and standard banners.

### Freelance 360i - FCB Inferno - McCann Enterprise

October 2019 - Present

Working as a freelancer as a digital designer/motion graphics and developer at various agencies in London

### Freelance Wonderbly

March 2019 - October 2019 [www.wonderbly.com](http://www.wonderbly.com)

Working as a freelancer as a designer/developer creating beautiful customisable children's books. Working on the development of the books. Writing all the css and javascript to make the books look beautiful and ready to print.

- Working on new titles That's my Cake, Dared to dream, Happy birthday to you, You are Extraordinary and Christmas wishes. As well as helping to develop a marketing page that could be used across all formats that would appear at the back of each book to upsell other titles.
- Javascript, CSS and Design

### Freelance Craft

Dec 2018 - Jan 2019 [www.craftww.com](http://www.craftww.com)

Working as a freelancer designing and coding digital display banners (html 5/CSS/JS), standard and double click creatives for Purina Felix soups.

## **Freelance VCCP**

**July 2018 - Dec 2018 [www.vccp.com](http://www.vccp.com)**

Working as a freelancer designing, coding and motion Graphics. Coding html 5/CSS/JS banners, standalone and advanced double click creatives. GWD banners. Creating DOOH and social content in after effects. Designing various creatives for banners, website content etc.

- Social videos, banner designs, In-banner videos for Cadburys Secret Santa christmas campaign
- DOOH and social for o2 priority campaign for new 'Icon' shop opening in the o2 arena.
- DOOH for o2. This was part of the 'Breath it all in campaign. I created 12 DOOH boards that would appear along the o2 walkway. Each unit would have a different poem from spoken word artist George the poet.
- DOOH for the o2 campaign 'Breath it all in'. Appeared across the country in all major train stations on the large DOOH units, including the large format at Waterloo. This formed a selection of three different creative executions, Beach, City and Kiss.
- Meerkats banners coding HTML5/css/js standalone and double click creatives
- Worked on various design, DOOH, GWD work for Easyjet, Tfl, Dominos, Kia, o2 and Quilter.

## **Freelance Cult London**

**June 2018 - July 2018 [www.cultldn.com](http://www.cultldn.com)**

Working as a freelancer creating social content in after effects. It was a series of campaigns that would go on all social media channels, Facebook, Instagram etc. It was for a pre-launch and launch campaign for Katy Perry's fragrance 'Indivisible'.

## **Freelance Mullen Lowe Group**

**April 2018 - May 2018 [www.mullenlowegroup.com](http://www.mullenlowegroup.com)**

Freelance Motion graphics, digital designer and I was also creating HTML/CSS/JS dynamic banners for googles double click platform. For the Giro Italia campaign for Eurosport.

## **Partners Andrews Aldridge (Engine Group) Head of Digital Display**

**Jan 2014 - Jan 2018 [www.madebypartners.com](http://www.madebypartners.com)**

Head of digital display at Partners where I was responsible for all of the digital display creatives. Working closely with project managers, account handlers and creative teams ensuring we crafted engaging and successful campaigns for our clients. As well as managing the campaigns, working out timings with projects managers, creating all of the display content, when I was unable to create all of the work, we used freelancers and external agencies to create the content which I helped manage with the PM's.

- Won the Silver DMA Award as part of the Current Account switch Service team. Creating the digital display for the campaign where I utilised googles video autoplay functionality in doubleclick, creating all social media content as well as creating the animated logo ident which was used across all media formats
- Creating dynamic digital display campaigns using double clicks dynamic ad building functionality. Creating dynamic builds for EON and NOWTV. Designing and coding the creatives in HTML5/CSS/JS.
- Creating all of the digital display campaigns in HTML5/CSS/JS. Standard, rich media and dynamic builds. Using greensock's JS frameworks as the main animation engine.
- Advanced user in double clicks ad serving system, working closely with double clicks ad ops unit ensuring all campaigns are successfully launched on time and to a high standard.
- Creating Multiple Digital display campaigns for Sandander, NOWTV, Epson, Community Life, BACS, Payment council...
- Designing Marketing emails for NOWTV, SEE, NOWTV, Dolce Gusto, Rolls Royce...including in video emails for Rolls Royce.
- NOWTV interface designs.
- Working on multiple pitch work, creating digital display creatives in HTML5/CSS/JS, mobile and iPad prototypes, and motion graphics sequences in after effects.
- In house work for christmas emails, online induction packs,
- Cavalcade website which is the content section of Partners.
- Creating online content, animated content as videos/animated gifs created in aftereffects, to HTML5/CSS/JS widgets that could be incorporated onto their existing websites for example creating an online tutorial for EON.

## **Freelance Oct 2013 - Oct 2013 [www.dennis.co.uk](http://www.dennis.co.uk)**

While freelancing at Dennis Publishing, I created banner campaigns in action script /flash for high end brands.

## **Freelance Oct 2013 - Oct 2013 [www.jwt.com](http://www.jwt.com)**

While freelancing at JWT London, I created banner campaigns for Toby Carvery. Designing and developing them in action script/flash. Creating them for the ad server double click.

## **Freelance Sept 2013 - Oct 2013 [www.bartleoglehegarty.com](http://www.bartleoglehegarty.com)**

While at Bartle Bogle Hegarty/Addictive Pixel I created banner campaigns in action script /flash for high end brands.

### **Freelance June 2013 - Aug 2013 [www.pokelondon.com](http://www.pokelondon.com)**

While at Poke I created banner templates in flash using AS3 for SkyBet, featuring one of SkyBet's latest products, 'Price Boost'. The templates were modulated so that all the data, markets, images and odds, could be called in externally from dynamic feeds to be served as live betting ads.

### **Freelance Aug 2012 - June 2013**

Freelancing for different agencies including FaceBook, Global radio, Open fundraising, Pxi, Gravity road, Channel 4 and Byng systems.

### **Shine Group (part of News Corp) Senior Designer Jan 2010 - Aug 2012 [www.shinegroup.tv](http://www.shinegroup.tv)**

Senior Designer at Shine Digital Reporting directly into the MD, working across the group. Shine Group boasts some of the most respected and prolific production companies in the realms of scripted and non-scripted television.

- Designing all internal sites for Shine Group including: Shinegroup.tv, The Egg (ShineGroup Intranet), Shine Pictures, Metronome Denmark, Livity, Shine America.
- Designing TV support websites for some of our leading products, such as MasterChef, The Magicians, Merlin, Minute to Win It, The Biggest Loser.
- Responsible for designing and managing the production of iPad/iPhone apps for MasterChef and the help desk for the apps.
- Won 'excellence in digital creativity' award at the Shine Group awards 2012 for Minute To Win It Website, creating online video game tutorials in Aftereffects, a downloadable games pack, as well as flash based games.
- Creating a facebook dating game for Sky Living dating show the Love Machine.
- Designing The Magicians website for BBC One as well as creating online magic flash games.
- Responsible for designing and setting up social network pages on Facebook, Twitter and you tube for shows such as Merlin, Biggest loser, MasterChef.

### **Freelance July 2009 - Jan 2010**

- Senior designer at Rank Interactive, responsible for designing Blue square and Mecca Bingo
- Actionscript coder using Ceros for Redwood publishing and Cream publishing

### **Burst Interactive (part of BSkyB) Head of Design 2006 - July 2009**

Web design agency specialising in the design, build and marketing of interactive web sites and online communities, as well as owning two websites of their own in MYKINDAPLACE and Monkeystlum. Burst Interactive was bought by BSkyB in 2006. I started as a senior designer was then promoted to Head of design. Reporting directly into the MD, leading a team of up to 6 freelance and full time designers.

- Leading the design of large scale social networking and editorial sites such as the re-launch of MYKINDAPLACE which is an online teenage girl's website. The site combined social networking and editorial content. Users can make friends, send emails, make comments on articles, upload photos, create personal profiles, create groups and much more. This was a challenging brief creating a usable social networking interface for the teenage girls market.
- Responsible for the design of many Sky websites such as Sky perks, Sky team and Sky Life and style which is part of Sky.com.
- Delivering high-quality creative for web such as the re-design of 'umusic' for Universal which is a portal for Universal's music artists. Users can enter competitions, watch music videos and catch up on all the latest news. I worked closely with my account handler in scheduling timescales and ensuring we met tight deadlines while all work was produced to a high standard.
- Responsible for concepts and ideas in creating online games for Lolaland for Harper Collins.

### **Cabinet UK Ltd Senior Designer 1996 - 2006 [www.cabinetuk.com](http://www.cabinetuk.com)**

Cabinet UK is a creative digital agency with a focus on product development and providing clients with comprehensive interactive solutions. I started as a junior designer after leaving University and worked my way to the senior designer's role.

- Designing and developing a print on demand kiosk in director (lingo scripting) for the Royal Caribbean. The kiosk situated on all their cruise liners enabling passengers to upload photos, add them to templates, modify them then send them to print, create slideshows.
- Designing and building the Syphon filter mini-site for Playstation to highlight the launch of the game.
- Responsible for the redesign of the Orange Brand site for Orange. The brand site is used by internal employees and external agencies as a tool to use Orange assets. Working closely with brand managers ensuring the design follows Orange brand guidelines.
- Designing and producing brand guidelines CD-rom for Orange. Working closely with brand managers.
- Designing and producing the flash for a print on demand kiosk for Cabinet UK AND Fuji. The Kiosk is installed at the V&A and the National Portrait gallery where users print their favorite pictures in multiple formats. The challenge is creating an easy to use interface for a wide audience, being easy to use for people of all ages.

## **Technical skills**

- HTML5/CSS/Javascript
- Various js libraries: GSAP/greensock.js, pug.js, svg.js, yarn.js, gulp.js, Node.js, sharp.js.
- Adobe Creative suite: Photoshop, Indesign, Illustrator, Aftereffects, Cinema 4D, Animate, XD, Media Encoder.
- Doubleclick advanced, Sizmek
- Github
- Trello

## **Key clients**

GoCardless, Wonderbly, Rolls Royce, Dulce Gusto, EON, BACCS, Payment Council, NOWTV, Santander, Epson, JWT, Poke London, STEEL London, Dennis publishing, Bartle Bogle Hegarty, FaceBook, Global radio, Open fundraising, Gravity road, Byng systems, Shine Group, Princess Productions, Brown Eyed Boy, Shine Pictures, Metronome Denmark, Shine America, BBC One, ITV, Channel 4, Sky Living, Sky One, Channel Flip, You Tube, Harper Collins, Universal music, BSkyB, Sky sports, Soccer AM, 365 media, Disney, Warner Brothers, 20th Century Fox, EMI, Sony BMG, Warner Bros Music, Lipcote, Nivea, Miss sporty, BHS, MYKINDPLACE, Unilver, Proctor and Gamble, Sony Computer Entertainment, Orange, Sony Music, Benson & Hedges, Yellow Pages, British Telecom, News International, Imperial Tobacco, Wisebuddah, Sainsbury's Bank, Royal Caribbean, Accelrys.

## **Other interests**

I am well travelled and for the past few years have been to South Africa, Hawaii, Seychelles, Dominican republic, LA, Philippines, Cambodia, Vietnam, Thailand, Chile, Argentina and Mexico to name a few and I am planning a trip to the Galapagos islands this year. I enjoy cycling and in 2003 cycled through the Pyrenees from Biarritz to Barcelona. Another personal achievement was organising and participating in a charity parachute jump for the homeless.

## **References:**

References available upon request