

Nathan Crawley

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EDUCATION

**BA Typography
& Graphic Communication**
Reading University
2004 - 2007

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ABOUT ME

I am a graphic designer currently based in London with a genuine passion for all things creative. I have several years experience in both print and digital where I've developed a varied skill set that encompasses editing, illustration and animation.

I am as comfortable leading teams as I am being a team player, and with solid front end coding skills and a knack for spotting future trends and emerging technologies I feel I'm well equipped to answer any briefs that come my way.

PROFESSIONAL EXPERIENCE

PMA Digital: Design and Innovation Director

2014 -

I am currently working as the Design and Innovation Director for PMA Digital where along with the Creative Director, my role is to oversee the creative output of the studio, especially in projects more innovative in nature. I am expected to be on the cutting edge of new technologies and how these could be useful to our clients, as well as generating ideas and designs for more conventional projects and pitches or assisting with front-end builds when needed. Recently I've created VR shopping experiences and holographic characters for Clarks, and designed a bed customisation app for Tempur Sealy.

PMA Digital: Digital Designer/Senior Digital Designer

2011 - 2014

When my agency PMA Marketing split into two separate companies, I moved to their digital arm to develop my skills in design for screen and progressed to Senior Digital Designer. Tasks here would include anything from creating Flash & HTML websites, Facebook apps and micro-sites for a variety of beauty and fashion clients, animated banner ads for FMCG brands and UX design for mobile apps that I would oversee being built in house ensuring the build adhered to my designs.

PMA Marketing: Junior Designer

2010 - 2011

My main task here was to design and create features and editorials for L'Oréal Paris' consumer website 'Beauty Confidential' and to design their monthly email newsletter. I also designed and built various OLM for brands such as Diesel and Emporio Armani.

REFERENCES

Max Peters

Project Director, PMA Digital
maxpeters@pmadigital.com

MORE AVAILABLE ON REQUEST

Freelance Graphic Designer

2009 - 2010

Whilst freelancing I was fortunate enough to develop my skills further at a variety of agencies and companies including Studio Output, Alt Design and The Guardian. Tasks would include designing for both print and digital media and assisting the various studios in any way they needed.

This year taught me invaluable skills in how to fit into a studio quickly and how to immediately become an effective and valuable member of a team.

SportsVision: In-House Graphic Designer

2008 - 2009

My first job after graduation was to produce all the graphic output for all the sports and music festivals managed by SportsVison (now VisionNine). These included Ripcurl Boardmasters, Relentless NASS and Channel 4 Freeze. Tasks involved creating logos, posters, billboards, flyers, programmes, websites and generally any graphic material a large scale festival would require. Taking designs all the way from conception to print in national magazines and newspapers was invaluable experience for a designer my age, learning first hand how to organise myself for tight deadlines, adhere to print specifications and avoid the many pitfalls of designing for a wide variety of different media.

Whilst for many young designers this would be a dream job after one year I felt like I had learnt as much as I could in the role and due to the yearly cycle of the festivals would be repeating myself so decided I needed a new more varied challenge.

SKILLS

Software

Photoshop
Illustrator
InDesign
Premiere Pro
After Effects
Flash/Animate CC

Languages

HTML
CSS/SCSS
Javascript/JQuery

Platforms

Magento
Drupal
Wordpress
Shopify
MailChimp