



Paul Middlewick
07813099143

SKILLS

Creative Direction, Art Direction, Creative Concept Development, Illustration, Branding, Animation, Advertising, Creative Strategy, Digital Marketing, Social Media, Online Marketing.

EXPERIENCE

2001 – 2015

Creative Director, Grid24

As Creative Director, it's my responsibility to conceive and create a vision for a project, ensure that it's guided and nurtured, and that the final result is the very best that it can be. I work with other creatives, strategy and production teams to bring projects to life.

I've always been very hands-on, and relish being involved at every stage from pitch to final execution. That includes initial briefing and client meetings, concept generation and development, creating pitch-ready visuals, user experience development, tone of voice and art direction, right through to final sign-off.

When it's needed, I commission the relevant talent - illustrators, animators, writers, actors, composers, video production, etc.

I understand how to combine these disciplines to create a coherent look and feel for any campaign. My own experience helps me to communicate what is required, to understand the complexities of the process and to galvanise a team to deliver the best work.

When a project only requires an individual response and I'm perfectly capable of taking care of all levels of the creative process, production and presentation.

Clients: Apple, Andrex, BBC, BMW, Britvic, Budweiser, Cineworld, FIFA, Jack Daniels, Kronenbourg, Microsoft, M&S, Nokia, Norwich Union, Peugeot, Pepsi, Red Bull, Smirnoff, Tesco, C&A, Virgin, Volvo, Xbox.

1991 – 2001

Senior Creative / Creative Director, Marketing Drive Worldwide

I began at MDW when it was still a relatively small agency, and so my ability to work across a range of creative skills was invaluable. My responsibilities were wide ranging - including creative concepts, design, art direction and (when required) artwork and production.

The agency grew and my responsibilities expanded and developed as I became Head of Art, then Creative Director. They included recruiting and shaping the creative department so that it became a successful and key part of the agency.

Clients: Abbey National, Apple, Asda, Bayer, Chrysler Jeep, Coke, Daihatsu, Dewalt, Disney, Guinness, Kronenbourg, KP, Lotus (cars), London Zoo, Maserati, United Distillers/Diagio, Next Retail, Total, Hovis, McVites, Hasbro, Wella.

1989 – 1991

Art director

Salesdesk (McCanns-Erickson)

At Salesdesk, I employed my visualising skills so that I would have more control of my concepts. I often used my illustration skills and included them in several campaigns.

Clients: P&O, Bayer, Coke, Letts, Italia 90.

1988 – 1989

Art Director, PML Grey

1986 – 1987

Junior Art Director, Visualiser, East Street Creative

EDUCATION

HND Graphics and advertising at Newcatle College of Art.

Arts foundation, Bradford College of Art.

Alevels: Art, Technical Drawing, Maths

10 GCSEs