

0.01. ABOUT

I dream for a living" Steven Spielberg

While I'm often referred to as "Mad Lizzie", I am an award winning interactive specialist; I have over a decade of industry experience in Creative Direction in both London and Australia.

I create experiences that go beyond the traditional advertising space. Transforming physical environments into powerful tools to influence behaviour and attitude.

I would describe myself as a Director with contagious enthusiasm, encouraging people to take intelligent chances and allowing room to recover from your failures. Motivating teams to create extraordinary achievements.

Conviction: I believe in being innovation, not doing innovation.

Fuel: Consumers are increasingly showing allegiance and collaboration. And now they expect something in return.

Purpose: Ignite people's curiosity. Create platforms for them to engage with brands through different forms of technology that can influence behaviour and attitude.

Actions: Champion and embrace change. Innovate through 360 degrees. Champion new insights, new roles and new viewpoints — introduce new and different skill sets into the team, going beyond digital. Prototype and test ideas...

Awards:

Gold World Medal, NY Festivals 2009 - FRANK Cocaine
Webby Awards Honoree Best Visual Design - FRANK Cocaine
Webby Awards Honoree Government - FRANK Cocaine
Creative Showcase - December 2008 Winner
Mouse Awards Bronze - 2008 FRANK Cannabis campaign
OneShow Silver - 2004 Adidas Interactive Installation
ADC Merit - 2004 Adidas Interactive Installation

Top one hundred female designers to exhibit at Curvy (semi-permanent).

I have judged for OneShow Interactive, Campaign Big Awards, D&AD, Creative Showcase, ADC, talked at various events including the Hyper Island Stockholm and Karlskrona, Art Directors Club 220 Conference in Amsterdam, PSFK London & D&AD Pecha Kucha. Part of She Says London.

0.02. EDUCATION

1994-1997 **BA (Hons) Graphic Design**
Nottingham Trent University

1992-1994 **BTEC National Diploma in Graphic Design**
Mid-Warwickshire College

0.03. EMPLOYMENT HISTORY

Sept 2009 – Present
R/GA – London, UK

Creative Director

Primarily responsible for providing creative leadership and developing strong conceptual and strategic direction on the global Nokia e-marketing account, and other core accounts.

June 2007 – August 2009
Profero – London, UK

Creative Director

While at Profero I lead multiple clients and projects to deliver innovative and compelling full service digital experiences for clients such as MINI, Apple, C.O.I, Nike, FRANK, Western Union & Investec.

ROLE: Innovation research + development
Leading creative pitch presentations
Brand Analysis + research
Key Client liaison + development
Inspiring + mentoring teams
Development of Creative Process
Research + present latest technologies

June 2005 – December 2006
OneDigital – Sydney, Australia

Creative Director

Drive the creative studio and external resources to execute many successful full service digital projects for leading clients including Adidas, Hyundai, Nestlé, HSBC, Tourism Australia, EMI, Pizza Hut & Douwe Egberts.

ROLE: Leading creative pitch presentations
Brand Analysis + Research
Key Client liaison + consultation
Creative studio management
Team recruitment mgt + mentoring
Leading development of Creative/Art Strategies
Managing project implementation and production

August 2003 – June 2005
OneDigital – Sydney, Australia

Art Director

Art Director for high profile clients, such as, News.com.au, Hyundai (Touch screen Kiosk, Extranets), Dior (micro site), HSBC, Nestlé (online strategy), Hoyts, Microsoft Brand Manager, Stockland (strategy and site proposal), MBF (strategy and site proposal) and eBay.

ROLE: Client liaison and consultation
Creation of visual design
Management of junior designers
Development of creative strategies
Planning of project implementation
Typography + Graphic Design
Introduced rigorous design process of detailed research, competitive reviews, recommendations and final designs=

April 22nd 2003 - 8th July 2003
OneDigital - Sydney, Australia

Freelance work - Web Development

Designing and producing rich media applications and web s for high profile clients such as, Microsoft, HSBC and Nestle

July 2000 - December 2002
Sbi (Scient (iXL) – London, UK

Senior Web Designer

Working closely with clients, engineers and authors to produce designs for high level website solutions.
Designing and developing flash presentations and micro site for clients and internal promotions.
Gathering research and in-depth studies of sites, producing initial comps and final designs for clients and assisting with templates and project documents. Involved in high level design for the redesign of British Airways website. (1 year project)

Clients included:

British Airways, Lloyds TSB, Dupont, Merrill Lynch, Tesco (pitch), Douwe Egberts, UBS (flash game), Tia Maria (pitch), PMI (internal flash site).

August 1999 - July 2000
Communique Creative – London, UK

Senior Designer

Responsible for the design and Art direction of major projects for brochures, branding guidelines, direct mail, advertising, point of sale. Assisted in the running of the creative department. Clients included: Lexus, Wandsworth, English Heritage, and Hoverspeed.

July 1997 - August 1999
Untitled : Leicester, UK

Graphic Designer Print

Designing from concept ideas to print. Involved with extensive meetings with clients, dealt with the artwork and the printing process. Also involved with photographers and produced our own photographic images for print. Clients ranged from Rec Companies, Fashion Retail, Corporate to Education and Art