

Adam Atkinson

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"A young fresh chap with a passion for art direction, design, social media, consumer behaviour and new digital trends. Northern roots and a fancy for bake-well tarts come as standard."

University of Leeds: Masters; Advertising and Design 2009 – 2010

- Marketing Communications
- Consumer Behaviour
- Marketing Strategy
- Visual Communication
- Persuasion
- Integrated Communication
- Advertising
- Media Policy
- Internet Marketing

University of Leeds: International BA: Graphic Communication Design 2005 – 2009

- Independent 15,000 word dissertation on web site design using typography and the importance in its communication
- Graphic and Communication Media
- Motion Graphics / Film
- Web site Design, Technology and Building
- Art Direction
- Print
- Advertising Design and Communication
- Design Management
- Design Theory
- Design Application
- Digital Media, Motion and Interaction
- Professional Digital Skills and Media
- Communication and Design Processes
- Economics of Industry

Queensland University of Technology, Study Abroad 2007 – 2008

- Illustration
- Print
- CMS Design, Building and Implementation
- Website Design
- Advertising and Branding
- Branding and Logo Design
- Motion and Interaction Design

Career

Art Director Whitewater Creative Agency July 2010 – Present

Working on a variety of integrated creative briefs for some of the biggest charities in the third sector, such as RSPCA, NSPCC and RNLI. From idea generation through to visual concept, design and sometimes front end development.

Initially coming in as a junior creative / digital designer I was promoted to an Art Director position / Senior designer with front end developer responsibilities. Examples:

Method 'Share a shower' Facebook App
www.adamatkinson.co.uk (live campaign ended)

RBL Never Forget Tributfunds website and social media marketing
www.neverforget.tributfunds.com

NSPCC Legacy website and campaign (Blade Award nomination)
www.whatwillweleave.org.uk

Art Director Momentum Worldwide Manchester Agency June 2010 – July 2010

Focused on digital, experiential and ambient creative concepts for clients such as Nestle, Nescafe and Chevrolet to accompany the above the line media, working closely with TBWA. Example:

Nestle 'Yes count'
www.adamatkinson.co.uk (live campaign ended)

Freelance Digital Creative & Designer July 2009 – June 2010

Whilst studying my Masters I contracted for Whitewater Creative on a variety of digital briefs - designing social media concepts, landing pages, Facebook page/apps, banner ads - with front end development.

Freelance Creative & Designer June 2007 – July 2008

Whilst studying abroad I took the opportunity to take on a few small briefs for print and digital, working for clients such as silver service restaurant's, Digital Arts program and wine label's.

D & AD Workshops Manchester & Leeds March 2007 – April 2007

Working once a week at TBWA & Mccann Erickson for 5 weeks.

Skills

- Photoshop
- In Design
- HTML/CSS
- Wireframes
- Illustrator
- After Effects
- Scamps