

Daniel Crew



A N I M A T I O N
I L L U S T R A T I O N
G R A P H I C D E S I G N

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website/portfolio: www.danielcrew.co.uk

@DanCrewAnimate

I'm a graphic designer and animator with 3 years of experience across the retail, finance and automotive industries. I have worked in studios and corporate environments on a wide variety of projects. This has included packaging design, product design, corporate print work, web design, large scale display advertising, music videos and TV advertisements.

My skills include a detailed knowledge of the Adobe Creative Suite as well as a solid understanding of how to implement design work for a diverse range of industries. Having worked as part of several corporate design teams, I have an excellent understanding of the application and execution of commercial graphics work. In addition to this I also have experience designing for web, social media and marketing projects.

I am a motivated, hard working individual with many transferable skills who is keen to add value to the team, company or client that I work for. I am always eager to acquire new knowledge and experiences through working with others as part of the creative industry.

Work Experience, Skills & Education

Software



Illustrator



Photoshop



After Effects



Flash



In Design



Dreamweaver

July 2016 - October 2016

Poundland (3 month contract)

Graphic Design

Studio based work alongside the design team to create and amend packaging and product artwork. Role involved communicating with buyers to produce artwork for stock sold exclusively at Poundland. Job also involved managing and co-ordinating design documents via Proof HQ.

Feb 2015 - May 2015

Amarante (Musical Group)

Animation

Worked with an American band to create an animated music video to launch their new album in May 2015. Involved full production of a 3 minute animated video, concept design, story boarding, character design, animation, background art and post production

Aug 2013 - Nov 2014

Wrekin Eco Homes

(Oak Garage sister company)

Graphic Design - Marketing

Print Formatting

Worked with Managing Director to create company logo, brand identity and colour styles. Worked with printing agencies to produce large scale print items and projects for the company

March 2013 - 2014

Curious Man's Guide Youtube Series

Animation - Graphic Design

Worked freelance with Channel 4 voice artist on several occasions to create sets of animations for his new web series

Sept 2008 - Sept 2012

University of Hertfordshire

MA Digital Animation (Distinction)

BA 2D Digital Animation (2:1)

April 2016 - July 2016

Freelance Contracts

Graphic Design

Communicated with several clients to create artwork for their businesses and private commissions. Artwork produced included email shots, concept art and social media items

May 2015 - April 2016

Crystal Specialist Finance

Graphic Design - Marketing

Print Formatting - Web Design

Hired as part of bringing the company's existing marketing strategy and graphic design in-house. Duties included managing all corporate graphic design, website content, print work, social media and marketing strategy. Headed and designed multiple print projects including brochures, event pop-up displays and bespoke promotional items

July 2013 - Nov 2014

Oak Garage

Graphic Design - Marketing

Print Formatting - Web SEO

Redesigned company branding for use in producing advertising material. Items made included brochures, stocklists, outdoor banners/signs, newspaper adverts, motion graphics content

April - May 2013

Compare4Deals.com

TV ad - Animation - Graphic Design

Worked with producer to create a 30 Second TV advert which involved all creative aspects of brief including voice over recording and art work

Oct 2012 - Feb 2013

John Sault Confectionaries

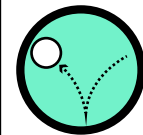
Graphic Design - Marketing

Made several stall banners for an independent confectioner for use at county fairs and markets. Made several variants for Christmas, Valentines Day and Summer retail periods

Skill set



Digital Art



Animation



Print Formatting

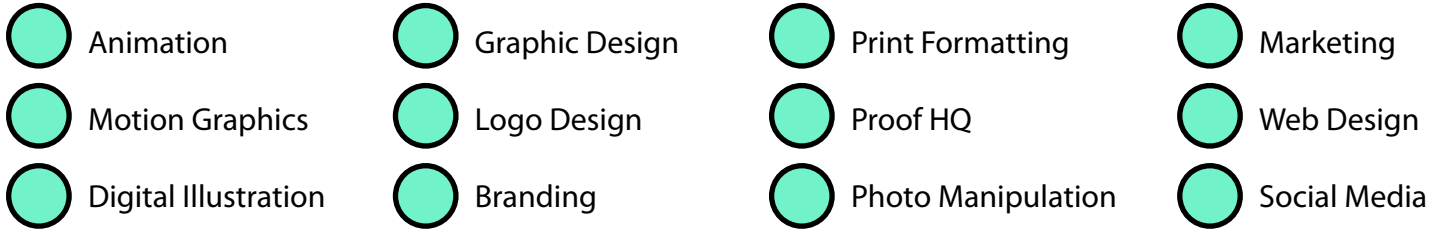


Marketing

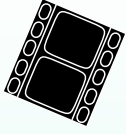


Web Design

Specialities

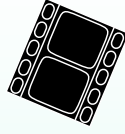


Selected Achievements



BFI Future Film Festival 2013

BFI Cinema Complex, South Bank, London
MA Final Major Project Screened as part of
animation film festival



Nottingham Hothouse Film Festival 2016

Film "Into the Dark" won
best animated film category

Interests



Film



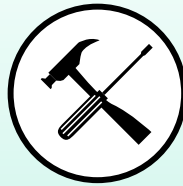
Music



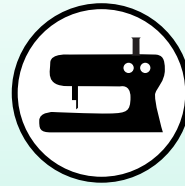
Social



Art Galleries



Props



Textiles



Art

References



1. Poundland Ltd
Wellmans Road
Willenhall, W Midlamds
WV13 2QT
Tel: 0121 568 7000



2. Wendy Elleman
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