

Neal Lankester

96 Hinds Road, Harrow, Middlesex HA1 1RP
neallankester@googlemail.com
www.neallankester.net 07771 843 936

Curriculum Vitae

With a passion for design and all things creative I have been fortunate enough to work on some of the worlds best known brands, with some of the biggest agencies. Being consistent with messages across all media touch points, whilst always reflecting on the core proposition of the brand - and delivering the big idea that all creative work should hang its hat on - is central to my creative philosophy. I have applied both my design and creative management skills to delivering creative work that both engages and surprises, both off and online.

My career to date has spanned the following roles:

Neal Lankester Design & Creative - November 2011 - Present.

Freelance Design/Creative Director, Designer, Presentation Designer & Photographer.

Most recently I've been working on creative development projects (including presentation design), for 20th Century Fox, Guinness, NARS, PepsiCo, Subway, Mercedes, Nissan, AXA Insurance and Delta Airlines amongst others; whilst at Mindshare, Red Bee Media, Gyro, Frukt, JWT, TBWA and Adam & Eve DDB. I have also been working on design projects and creating and editing videos for my direct clients, which include: Hertz, Siemens, MSL Group, Venga Global and Acxiom.

Experiential concept and creative developments have included projects for Boston Scientific, Netto, Microsoft, Clarks, EE, Toyota, PokerStars, GAP and Nivea through Exposure, Jack Morton, MCM Creative Group and most recently with Fundamental on helping to develop immersive experiences via Oculus Rift and HTC Hive devices.

Other work includes: Whilst at Rapp - Direct Marketing communications for Virgin Media and direct marketing for Sky at Sapient Nitro. Online design and product photography for Printed.com and online design for Nissan, Lexus, Nandos and Clairol whilst at DNA. I have also worked independently on brand development projects for Barratt Homes, Twinings and Initial. On top of all of that I also continue to be commissioned for various photography projects for the likes of Barclaycard, Printed.com, Mars Drinks, Hertz, Siemens, Spring Chicken and Clinical Partners.

Dennis Communications - Maternity leave cover from April 2011 - November 2011.

Creative Director.

To create and oversee the production of monthly digital magazines for Waitrose and Shop Direct Group (Very). The role included the management and creative direction of a team of Flash developers, designers, editors and production staff. The role also included on location video production and art direction, concept generation and new business development. Direct day to day client contact was also a key responsibility to ensure the smooth running of all creative projects.

The Living Group, Crayon, Grass Roots, Tequila and TBWA - July 2010 - April 2011.

Freelance Design Director, Designer, Art Director & Photographer

Brand development and creative design projects for various clients including Philip Morris International (Marlboro), Honda, Sony, JTI (Benson & Hedges, Mayfair and Winston), New Smith Investment Bank, Affinion (financial services), The Kings Ferry, Clariant, Müller and Toyota.

Freedman International - September 2009 – June 2010 on a fixed term contract.

Design Director

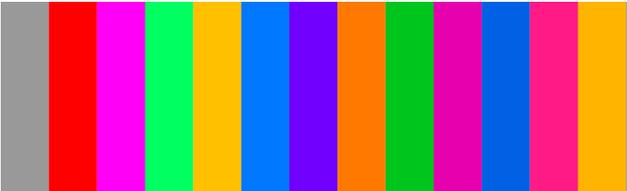
To head up the Design department of this international implementation agency delivering both on and offline projects for Shell, Avaya, the International Hotel Group, Dell & Electronic Arts. Projects included the design and concept generation of print based collateral materials and presentations, as well as online banner design & adaptations, emails and online interfaces for our clients' international marketing stores. I was also involved in re-branding the business itself, following a consultation process with Results International, delivering a refreshed web site and all supporting print based materials to a revised core proposition. This was achieved by working very closely with the Marketing and Strategy Director and the digital agency Sapient Nitro who we commissioned to build the site. Managing both on and offline creative and studio staff was also a part of my role.

Clients: Avaya, Shell, IHG, Electronic Arts and Dell.

MWO, Tequila & Oliis design - February 2009 – August 2009.

Freelance Art Director, Creative Director & Designer

Various project work carried out for LTI, Bosch, Wickes and a re-branding exercise for Simplyhealth (whilst at MWO), a new private medical health care service formerly known as HSA. I also carried out creative pitch work whilst at Oliis design which went on to win them STP as a new client.



Neal Lankester

96 Hindes Road, Harrow, Middlesex HA1 1RP
neallankester@googlemail.com
www.neallankester.net 07771 843 936

Crown Business Communications - August 2008 – January 2009 inclusive. 6 month fixed term contract.

Head of creative studio

The agency required a hands on design manager to revitalise their creative output and to re-organise their existing studio making it more cost efficient, whilst also refreshing their brand by re-designing their online presence in line with their new proposition 'inspirational experiences': Hands on creative leader. Creative team management and mentoring. Project scheduling and estimating. Creative traffic management. Create and implement new work flow procedures. Online creative and delivery. Print design, production & procurement. Concept generation and Art Direction. Large format design for live event set builds. Audio visual presentations. Commission freelance resource. Liaise with external suppliers. Interview and hire creative staff. Staff appraisals and reviews. Full client contact. Member of the Senior Management team.

Clients: Merrill Lynch, Renault, Network Rail, Meraas Developments through architects SOM, the LDA and DWP.

Tequila & RMG Connect - July 2008 - August 2008 inclusive.

Freelance Design Director/Art Director

Working on Benson & Hedges Brand Guidelines manuals and with RMG Connect on Nokia press and poster advertising.

Williams Lea Creative - January 2008 - July 2008 inclusive. 6 month fixed term contract.

Creative Director

My role was to help transform the existing London based in-house Creative Department into a fully fledged, integrated Design business and to raise the bar of its Creative output across both digital and printed media: Managing & mentoring my team of eight creative staff (5 Designers, 2 Art workers & 1 Dynamic publisher). Project scheduling and estimating. Creative traffic management. Print production. Commissioning freelance resource – including Flash, After effects and Action script programmers. Liaise with external suppliers. Member of the senior management team. Concept generation for print, online, branding & integrated projects. Copy writing.

I also developed creative work for insurance products through RSA, More Than, Ford, Jaguar and Mazda.

Clients: Williams Lea (Global Marketing), MBNA, RSA, BT, & Abbey.

Tequila, April-Six & TBWA - September 2007 - December 2007 inclusive.

Freelance Creative Designer/Art Director

Working on LTI, e-on, Prudential, The Army, Carbon Trust, Abbey, HP and Canon

SmartFusion - October 2006 - September 2007 inclusive.

Creative Director

At SmartFusion I managed a team of conceptual Designers delivering great ideas and bringing them to life through dynamic interaction with consumers, both on and offline. We delivered quarterly advertising, POS, POP and in-store retail environment graphics for 3 and experiential creative work that came into direct contact with our clients target audience; whether it be through the use of the company's H2 Hummer, or split screen micro bus to promote Ebay Motors at a car show, Canon products at a live music event, staging an event in Canary Wharf shopping centre for Nokia business solutions, or the concept generation and delivery of an international launch for 'X-Series' a new 3G service offering from 3. Working both on and offline my team and I delivered projects in the UK as well as North America.

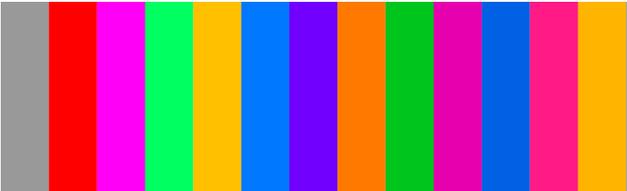
Clients: 3, Nokia, Canon, HP, Ebay motors, Phoenix Partners, Ted Baker and 55DSL.

OgilvyOne Worldwide - March 1998 - September 2006 inclusive.

Creative Director

Having originally joined OgilvyOne as the only Designer in the London office, I went on to head up the Design division and gained complete control over all aspects of the Creative Design process. Very hands on from initial briefings through to final sign off of artwork. Managing work flow and project allocation. Quality control of all Agency Design projects. Two years as brand guardian for BT working closely with other BT rostered Agencies – AMV BBDO, Agency.com, McCann's, Rufus Leonard & Enterprise IG. Creative Group Head on GSK. Overseeing, managing, developing & mentoring my Design team. Worked very closely with our Traffic and Production departments. Worked closely with the Company's Managing Director, and the Agency's Executive Creative Director, to actively develop the Creative output of the business. Personnel reviews and appraisals. Agency inductions for new joiners. Interviewing Graduates. Appointed to the Board of Directors in June 2004. Guest speaker on design and production for the DMA. Acting Managing Director of the Design division during internal re-positioning.

Clients: BT, Motorola, Castrol, BP, American Express, GSK, HBOS, Mothercare, IBM, SAP, Cisco, Unilever, Dove, First Great Western, BAT, Nectar, Royal Mail and Ford.



Neal Lankester

96 Hindes Road, Harrow, Middlesex HA1 1RP
neallankester@googlemail.com
www.neallankester.net 07771 843 936

William M. Mercer - March 1995 - February 1998 inclusive.

Head of Design

Clients: Nokia, M&S, HSBC, Credit Suisse, Alcatel, Pirelli and Diageo.

Holmes & Marchant Communications - September 1987 - February 1995

Senior Designer

This multi- disciplined Design Consultancy gave me the opportunity to work my way up from junior to senior designer and in the process to work on a huge variety of projects.

Clients: Apple, NatWest, Compass Group, Lloyds Bank, MB Games, BMW, AT&T and Alliance & Leicester.

Skill sets:

Design, concept generation, brain storming, visualisation, presentation design and artwork.
Adobe CC 2017: Photoshop, InDesign, Illustrator, Premier Pro. PPT, Keynote.
Managing and directing on and offline creatives/artworkers and production/traffic staff.
Oversee and direct online creatives/specialist developers in various media.
Story boarding and video production/direction.
Photography to a highly professional standard.
Creating and implementing creative studio management and process procedures.
Excellent time and budget manager.

Certified level 2 free diver. Max depth to date 26m. Official static apnea time of 5min 3s!

D.O.B: 11th November 1965

Education:

7 'O' levels including Maths & English
2 'A' levels in Art & Design
Foundation Course in Fine Art at Harrow Art School.
HND in Graphics and Advertising at Amersham College.
Completed two full D&AD Advertising training courses.

Likes: Photography, colour, Audry Tautou, playing with my two fab kids, Finn & Amélie, cold sunny winter days by the sea.

Dislikes: Celery, Christmas pudding (with a passion) and Eastenders (TV show that is...).

References:

Carl Shand

Creative Director – Ignis
carlshand@mac.com

Cordell Burke

Executive Creative Director – Formally with Tequila and OgilvyOne Worldwide.
cjclburke@blueyonder.co.uk

Mike Dodds

CEO – Proximity, 191 Old Marlebone Road, London NW1 5DW
dodds.m@proximitylondon.com

John Lewis

Studio Director – OgilvyOne Worldwide, Sea Containers, 18 Upper Ground, London SE1 9RQ
john.lewis@ogilvy.com