



Neal Lankester

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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 creative 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 on and offline.

Neal Lankester Design & Creative

Freelance Design/Creative Director, Graphic Designer, UX designer, Presentation Designer, Videographer & Photographer.

February - November 2017

Visual Design Director on contract - Sapient.Razorfish_

Client: Lloyds Banking Group

Role: Multi disciplined creative visual designer working on UX, front end and print based materials with Sketch, InVision, Photoshop, InDesign, Illustrator, Premier Pro, Keynote, Powerpoint and Acrobat Pro in a small dedicated team, whilst working in an agile environment on a digital education transformation project. Tasked with developing a complete training package for LBG Colleagues to encourage customers to utilise online banking services, our team produced training materials that encompassed online hub's, digital interfaces, interactive PDFs, internal comms posters, videos and various other educational tools and materials.

November 2011 - January 2017

Freelance Design/Creative Director, Designer (on and offline), Presentation Designer & Photographer.

Creative design and development projects 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 also worked on various design projects creating and editing videos for my direct clients, which include: Freuds, Hertz, Siemens, MSL Group, Venga Global and Acxiom.

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

Other work included: 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 and have carried out various photography commissions for Barclaycard, Printed.com, Mars Drinks, Hertz, Siemens, Spring Chicken and Clinical Partners.

April 2011 - November 2011

Creative Director (digital) on contract

Client: Dennis Communications

Role: To create and oversee the production of monthly digital magazines for Waitrose and Shop Direct Group (Very). Management and creative direction of a team of digital developers, designers, editors and production staff. In addition I also directed on location video's, oversaw their production, carried out concept generation and developed new business opportunities.

July 2010 - April 2011

Freelance Design Director, Designer, Art Director & Photographer

Clients: The Living Group, Crayon, Grass Roots, Tequila and TBWA.

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.



September 2009 – June 2010

Design Director on contract

Client: Freedman International

Director of the design department for an 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 an updated core proposition. This was achieved by working very closely with the Marketing and Strategy Director and the digital agency Sapient Nitro who were commissioned to build the site. Management of both on and offline creative and studio staff.

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

February 2009 – August 2009

Freelance Art Director, Creative Director & Designer

Clients: MWO, Tequila & Oliis design

Various project work carried out for LTI, Bosch, Wickes and a re-branding exercise for Simplyhealth (whilst at MWO), a 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.

August 2008 – January 2009

Head of creative studio on contract

Client: Crown Business Communications

The agency required a 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 design and creative. 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.

July 2008 - August 2008

Freelance Design Director/Art Director

Clients: Tequila & RMG Connect

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

January 2008 - July 2008

Creative Director on contract

Client: Williams Lea Creative

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.



September 2007 - December 2007

Freelance Creative Designer/Art Director

Clients: Tequila, April-Six & TBWA

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

October 2006 - September 2007

Creative Director - Full time

SmartFusion

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; occasionally 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', the then 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.

March 1998 - September 2006

Creative Director - Full time

OgilvyOne Worldwide

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 the traffic and production departments and also 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.

March 1995 - February 1998

Head of Design - Full time

William M. Mercer

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

September 1987 - February 1995

Senior Designer

Holmes & Marchant Communications

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:**

Visual design, UX design, concept generation, brain storming, Sketch and Photoshop visualisation, presentation design and artwork.

Sketch, InVision, Photoshop, InDesign, Illustrator, Premier Pro. Powerpoint, Keynote, Acrobat Pro.

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 27m. Official static apnea (breath hold in a controlled environment) time of 5min 3s!
RYA qualified Sailor

D.O.B: 11th November 1965

Education:

9 'O' levels

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.

Website: www.neallankester.net

References upon request