

DAVID PAPWORTH

A Creative (of Sorts)

As a Creative, I have played a major role in the visualization of projects, developing an informed design based on findings, targets, branding and user experience requirements. I have played key roles in developing the visual identities and functionality of a wide range of websites for many large brands and accounts. With a less than traditional background my work tends to lean more on exploring different ways to connect with a user or an audience, leveraging new technologies, creative development and all round off the laundry list thinking.

MY PATH OF DESTRUCTION

Where I've been and what I did there.

2MRW

FOUNDER & CREATIVE CULTIVATOR

May '14 > present

Lead creative for the agency and work directly on strategies, creative execution, ideation and business development. Aim to develop a culture that harnesses creativity and places it at the heart of all disciplines.

MCGARRYBOWEN

CREATIVE DIRECTOR, LABS

Apr '11 > May '14

Ran and managed the Labs group. Planned projects, the group approach, and the creative execution. Served as the bridge to client teams to infuse the Labs work and thinking into the mainstream work within the agency.

UNDERLINE COMMUNICATIONS

CREATIVE DIRECTOR/DESIGN DIRECTOR

Jan '11 > Apr '11

Tasked with managing and growing the design talent within the company, and grow the number and diversity of the accounts for the company. Work on all aspects of the creative process from strategy to concepting to visual design and direction.

ICONNICHOLSON > LBI

ART DIRECTOR > ASSOCIATE CREATIVE DIRECTOR

Nov '03 > Dec '10

Led a variety of projects across many accounts resulting in marketing campaigns, banner ads, websites and physical interactive installations. Notably led creative work on MasterCard Worldwide and major e-comm build and design for Neurogena.

RIPTIDE CREATIVE

LEAD WEB DEVELOPER > GROUP CREATIVE DIRECTOR

Apr '00 > Dec '02

Initially enlisted to lead the web development and flash development capabilities within the agency. Ultimately led creative development and direction over a variety of accounts.

CROMBIE ANDERSON ASSOCIATES

MULTIMEDIA CONSULTANT

Sep '99 > Apr '00

Independent consultant in the development of web solutions and presentation material for this established design agency.

FRIEND DESIGN

MULTIMEDIA CONSULTANT

Oct '99 > Jan '00

Implemented a new interactive/web team into a traditional print agency in Dubai, U.A.E.

LERNOUT & HAUSPIE

LEAD DESIGNER (INTERACTIVE MEDIA)

Sep '97 > Sep '99

Design and development of web solutions for large scale corporations and government agencies.

CACTUS ID

MULTIMEDIA DEVELOPER

Jun '96 > Sep '97

Design and development of creative solutions including interactive presentations, exhibition design, web design and offline marketing materials.

HOW DID I GET THERE

The education put me on a path like this.

BSc (hons) Industrial Design (Technology)

PgDip Multimedia Technology

NAPIER UNIVERSITY OF EDINBURGH

WHAT I KNOW

The skills that sustain this wandering path of a career.

Have worked with a wide variety of clients, from large corporations to small independent companies. Additionally, I have been lucky enough to work in a broad range of disciplines, from exhibition work to web and motion, all from an origin of product design. This wide range has given me a strong base from which to draw on my creativity and often allows me to think and look at problems differently. Being involved in many disciplines has also given me a strong understanding of the applications and skills needed to get results.

A strong ability to collaborate with teams and work well with other creative's whether they be visual design, copy or strategy.

Strong knowledge and background in designing and building interactive experiences including a good understanding of user behaviors, interface development, and an understanding and a passion for the technologies used to enhance web and interactive experiences.

RECOGNITION

The few times work gets noticed beyond a client.

KIZUNA CRANES

Dentsu Grand Prix Global award 2012

SOCIAL RETAILING

Recognized as one of Time magazine's inventions of the year, 2007.

MASTERCARD WORLDWIDE CENTERS OF COMMERCE

Recognized with a Stevie Award for "Best Jump Page," 2007.

LAYOUT MAKING IT FIT — ROCKPORT PUBLISHERS

Various design projects featured. 2003.

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