

Theo Rhodes

07742 494 752 theo@theorhodes.co.uk theorhodes.co.uk

Work profile

I am a senior creative with over 10 year's experience of working within integrated agencies across a broad range of media and industries. My current role is as creative lead at Wagstaffs Design where I oversee and mentor a team of senior, mid-weight and junior designers and developers and I am responsible for the creative output across all channels including branding, print, environmental and digital.

As well as having a very hands on role in initiating and art-directing the majority of the work I am also increasingly involved in the strategic thinking, planning and client facing that the role requires. My responsibilities also include managing the day-to-day work flow in the studio, recruitment of both full-time and freelance staff and leading client meetings and pitches.

Key Skills

- Strategic thinking and effective planning of a project from start to finish including client-facing and liaison
- Production and direction of work that is both highly creative and demonstrably commercially effective
- A conceptual, ideas-based approach backed up by a working knowledge of all major software packages
- Effective leadership, development and motivation of a team

Personal profile

As a creative, my main strengths lie in my versatility and the ability to bring strategic and conceptual thinking to a project without ever losing sight of the goal of producing beautifully crafted and effective work.

I am equally effective designing a brochure from concept to completion, art directing a team of designers working on a wayfinding system or working on the architecture and UX of an App with a team of developers.

Technical skills

- Over ten years experience working with various software packages including the complete Adobe suite
- Proficient working across a broad range of media including press, print, digital, experiential, ambient, motion graphics, UI and UX design and architecture, social media and mobile technologies
- Thorough understanding of various technical processes including print and production specifications, on-line and mobile technologies and the limitations and opportunities that the different platforms present
- Able to communicate ideas and concepts effectively using sketches, mock-ups and composites

A selection of my work can be seen at theorhodes.co.uk
(for confidentiality reasons please use the password 'theo')

Employment history and education overleaf

Theo Rhodes

07742 494 752 theo@theorhodes.co.uk theorhodes.co.uk

Employment history

Nov 2012 - Present	Wagstaffs Design Ltd - www.wagstaffsdesign.co.uk Creative lead
Aug 2010 - Nov 2012	Focus Integrated - www.focusintegrated.co.uk Senior Designer/ Art Director
Aug 2009 - Aug 2010	Freelance Various, including graphic design, advertising art direction and headline copy writing
Sept 2004 - Jul 2009	Pelican Studios Ltd - www.pelicanstudios.co.uk Senior Designer/ Art Director
Nov 2003 - Sept 2004	Freelance Designer
Aug 1999 - Nov 2003	Underdog Productions Partner and Senior Designer

Education

1996 - 1999	University of Hertfordshire BSc Software Systems for the Arts and Media (2:1)
-------------	---

References

Available on request