

Neil Dixon

(Postal Address on request)

Tel: 0870 446 2600

ndixon@orange.net

PROFILE

A highly experienced, versatile and adaptable senior design professional, with significant project implementation and management experience gained across all aspects of the design industry. Strong client facing and communication skills drawn from a unique fusion of traditional and new media disciplines. Practical, applied understanding of the demands of both creative and technical.

KEY SKILLS

Graphic Design	Illustration (traditional & digital)
Packaging & POS Design & Artwork	New Media Design & Implementation
Print Design & Artworking	3D Modelling & Visualisation
Internet/Intranet Application design & creation	Database-driven dynamic websites
User interface development	Flash animation

Skills	Experience	Personal Rating	Last Used
Photoshop	14 Years	Excellent	Current
Illustrator	14 Years	Excellent	Current
Quark	11 Years	V Good	Current
InDesign	4 Years	Good	Current
Dreamweaver	5 Years	Excellent	Current
HTML	6 Years	Excellent	Current
Javascript	4 Years	Average	Current
Database Design	3 Years	V Good	Current
MySQL	3 years	V Good	Current
PHP	3 years	V Good	Current
ASP (VB Script)	4 years	Average	Sep 04
MS SQL Server	4 years	Average	Sep 04
Cold Fusion	4 years	Average	Apr 02
Flash animation	4 years	Good	Current
Flash Scripting	1 year	Average	Current
3D modelling	5 years	Good	Oct 03
XML/XSL/XHTML	5 years	Good	Aug 03
Traditional artwork/repro	15 years	Excellent	Current
Digital Illustration	12 years	Excellent	Current

CAREER TO DATE

DESIGN CONSULTANT Apr 03 - Present
Providing core design and production skills to a number of businesses unable to accommodate full-time in-house creative resource.
Freelance sub contractor to design, marketing and advertising agencies, providing key multi-disciplinary skills and consultancy at all levels.
Search Engine Optimisation and management of online marketing campaigns.

SENIOR DESIGNER Aug 01 – Apr 03
INTUITIVE MARKETING
Specified and developed innovative, re-brandable, scalable online incentive scheme management system with full e-commerce integration - simplifying client reporting and enhancing back office order fulfilment.
Conceived and created supporting online microsites and offline collateral for fast turnaround, short life marketing campaigns.
Sole responsibility for all creative output from print and direct mail production, to online and offline design and development.

CREATIVE DIRECTOR Aug 00 – Aug 01
VIVAO PLC
Creation of GUI elements for mobile messaging product's online services, alongside technical, product management and sales teams.
Implemented bespoke intranet publishing system for interdepartmental marketing and communications for in-house and remote staff.
Management of external suppliers for marketing and specialist design services.

DESIGN CONSULTANT Apr 93 – Aug 00
(freelance)
Packaging and mock-up creation for leading fmcg brands (subcontractor).
Early adoption of emerging digital media and internet technologies.
Created strategies for search engine marketing and positioning campaigns.
Training of all main graphical and website creation software tools from introductory to advanced level.

SENIOR DESIGNER, CREATIVE SERVICES Feb 92 – Apr 93
ORACLE (UK) LTD.
Managed and published UK-wide internal marketing publication "OraStories".
Created highly successful direct mail campaigns promoting Oracle products and services generating 20%+ response and conversion rates.

EDITORIAL ARTIST Oct 90 – Feb 92
READING EVENING POST

Researching and creation of illustrations and diagrams supporting the editorial and features articles of a prominent, regional daily newspaper.

ART DIRECTOR Sep 89 – Oct 90
BARNETT ADVERTISING

Established new in-house creative support for all client creative requirements and new business presentation and pitching.

ACCOUNT HANDLER Aug 88 – Sep 89
ROBERT HOBSON DESIGN GROUP

Client-facing role, working predominantly to Marks & Spencer and Tesco.

ILLUSTRATOR prior to Aug 88
Specialising in semi-realistic illustrations for book and magazine publishing.

PERSONAL

Date of Birth: 3 July 1965
Marital Status: Separated
Children: none

INTERESTS

Standup Comedy (amateur, performing), Cycling, Writing – for radio, television & films, Film Production.