

## ALEX GREAVES

SHOREDITCH, LONDON

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What do you do? My answer never changes. I make stories. A great deal of my professional and personal time has been dedicated to diversifying my skills and experience, enabling me to take a diverse role in the storytelling process. Regardless of the medium, project, or client the backbone of my practice has always been great narrative and whether I am working in; user experience, design, illustration or anything else, this is not about to change.

### HEY HUMAN! *Mars*

Freelance UX Designer ~ October 2014

Content Hierarchy and responsive wireframe design for a social campaign hub to promote and support an upcoming above the line brand campaign. Utilisation of a card based UI system to display relevant information to a user when appropriate and implementation direction on relevant social channels; vine, pinterest, instagram.

### OGILVY *BlackRock, iShares, Regus*

Freelance Lead Designer (online advertising) ~ September 2014 - October 2014

Lead Designer and Brand guardian on the BlackRock Digital Advertising account, responsible for: implementing and maintaining new workflows and processes; managing design output of design team; communication with internal stakeholders, art directors, account team, retouch. Output included 160+ Storyboards with, 3 audiences, 3 creative routes and across 3 languages.

### TRANSPORT FOR LONDON

Freelance 3D illustration ~ December 2013 - February 2014

Conception and production of an info-graphic demonstrating asset manufacturing and handling systems as part of the TFL network. All models created as replaceable and interchangeable assets in Cinema 4d to ensure an agile feedback/amends process. Collaboration with the client was required to ensure accurate representation of the system and all of the vehicles, workers and assets.

### REALITY APPLICATIONS

Director/Design consultant ~ October 2012 - Present

Offers an updated, digital solution to the tired methods of tracking and maintaining assets on linear networks. Involvement early on as a freelance design consultant gave me access to a select team of imperial college London executive MBA students, joint tasked with creating the business plan and overarching brand. Since being offered a position as

*References available on request*

director we are in discussions, to receive investment, with a number of major partners in the railway industry.

## SUBURB

Interaction Designer ~ Jan 2012 - July 2014

A boutique London digital studio producing interactive content for a mixture of global advertising agencies and direct clients. Established myself as a key player in the creative team early on; whether leading development of online advertising campaigns or art directing and producing a 3D low poly in browser game. My role evolved to leading user experience and creative on a collection of R&D projects, requiring a multitude of skills in research, strategy and creative planning. Clients have included: agencies; Jam, Naked and Iris, as well as brands; Cadbury, Samsung and Shelter.

## BAD EDIT

Co founder ~ August 2011 - January 2012

Bad Edit became a way to channel my energy towards helping out the creative community in my home area. The problem: there was little to no inter course exposure available at universities, resulting in missed opportunities for cross discipline collaboration. We organised, advertised and hosted a series of monthly events with the intention of getting creatives noticed and communicating amongst one another. The networking was structured around an open exhibition space and our events attracted an average of 150 attendees in the Staffordshire area.

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## TECHNICAL SKILLS

Digital design	Photoshop, Flash (AS2&AS3 for leading ad platforms), illustrator, axure, omnigraffle, After effects, Final Cut Pro
Web languages	HTML, CSS(.less&.sass), javascript(jquery), AS 2 & 3
3D	Cinema 4D (dominant), MAYA, 3DS MAX

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## EDUCATION

2008-2011	Leeds Met. University	BA(Hons) Graphic Arts and Design
2005-2008	Newcastle College	Art Foundation & ND Graphic Design
2000-2005	Madeley High School	Eleven GCSE's with grades A-C