

PERSONAL DETAILS

CURRICULUM VITAE



NAME : norman lo

DATE OF BIRTH : 26 11 1972

STATUS : single

ADDRESS AND TELEPHONE : On Request

EMAIL : <norm@lo-life.com> or, <normlo@yahoo.co.uk>

EDUCATION : 1996 - 1999
university of teesside
ba(hons) graphic design - grade 2:1 with honours

1994 - 1996
newcastle college
higher diploma certificate in art & design - grade pass

1991 - 1992
newcastle college (f/t)
foundation studies certificate in art & design - grade pass

COMPUTER : Mac: QuarkXpress, Illustrator, Photoshop, Flash, Director, Dreamweaver, Premiere, Fireworks
PC: (as above), microsoft word, excel, powerpoint

CAREER BACKGROUND

08/2002 - DATE **XICAT INTERACTIVE LIMITED.**
graphic designer

responsibilities

generating concepts and implementing designs for software packaging across 5 countries on Playstation 2, Xbox and Gamecube; development of artwork and design of sales sheets, adverts and various press materials, point of sale for the European market.

10/2001 - DATE **DNA RECORDINGS & ENTERTAINMENTS.**
freelance designer

responsibilities

development of brand awareness and promotion of DNA Recordings. close client liaison, project management which included writing schedules and the work-up of the design specification and guidelines implemented across different media. managing and art direction of all aspects of branding. also, briefing and art directing a team of a designer and a programmer.

09/2001 - 07/2002 **FREELANCE DESIGNER**

responsibilities

working on concept driven briefs for the design of various printed materials.

clients include:

Laura Ashley, Japanese Summer Catalogue, Advertising, point of sale
BAT, conceptual artwork

07/2000 - 09/2001

HYPERLINK-INTERACTIVE LIMITED.

mid-weight designer

responsibilities

from concept and pitches, through to development, branding and design and to the final implementation; attention to detail was extremely important in the completion of a successful project. working closely with the creative team, and as part of a larger team; developing ideas and solutions and having good communication with the client as well as the project team was both challenging and enjoyable.

clients include:

hyperlink-interactive *corporate re-branding*; allders department stores *ecommerce web site*; britannia music *ecommerce web site*; liberty department store *ecommerce web site*; wedlakebell *brochure web site*; richardsbutler *brochure web site*

<http://www.hyperlink-interactive.com>

<http://www.wedlakebell.com>

<http://www.allders.com>

<http://www.britmusic.co.uk>

<http://www.richardsbutler.co.uk>

<http://www.liberty.co.uk>

09/1999 - 06/2000

HTM LIMITED.

designer

responsibilities

working with a small, highly creative and talented team and liaising with the client, the projects varied from ad campaigns, corporate styling, brochures and reports. also involved in producing multimedia projects and web sites created in flash and director.

clients include:

htm limited. *website and cd-rom*; kpmg *ad campaign*; kookai *christmas ad campaign 1999*; arriva *corporate styling and ad campaign*; the willis institute *brochure web site and intranet*; bmra *brochure web site and corporate branding*

06/1998 - 08/1998

RAZORFISH INC. NEW YORK.

designer

responsibilities

researching reference material, updating and maintaining existing web sites and involved in the production of animation for the razorfish web site. also, involved in the design and production of the book, "discovery inn"

clients include:

"discovery inn - the photographs of danny clinch" *design and production*; cosmo.com *updating web site*; disinfo.com *creating new graphics*; roadrunner.com *updating web site*

INTERESTS

TRAVEL :

03/1993 - 06/1993

travelled around south-east asia (malaysia, singapore, thailand, southern china and hong kong)

09/1992 - 11/1992

travelled along the eastern seaboard of america (new york, philadelphia, new jersey, baltimore and washington d.c)

07/1992 - 08/1992

inter-railing around europe (france, italy, switzerland, germany and holland)

PHOTOGRAPHY :

influenced by photographers such as steven meisel, andreas gursky, ansel adams and brassai

REFEREES

On Request