

ALEXANDRA DUNSTAN | CURRICULUM VITAE | www.adunstan.com

DOB: 16.02.1972

KEY SKILLS

- Produce creative and innovative solutions from concept to delivery through a wide range of disciplines. Corporate Identity | Illustration | Web | Interactive | Graphics | Promotional Material | Idea Generation.
- Design, Illustration, Art Direction Skills to ensure a high standard of work on brand, budget, brief and time.
- Ability to manage a team.
- Awareness of global developments in new technologies and commercial strategies.
- Excellent communication skills including the ability to present to high-level clients and boards.
- Experience with a variety of brands.
British Airways | Procter & Gamble | Mars | BBCi/BBC jam | Carlton | Granada Visual | Virgin | Hilton | American Express | Ribena (New Media Age award for Campaign of the Month) | Orange | Eurotunnel.
- Conversant with PhotoShop | QuarkXPress | Illustrator | Image Ready | Fireworks | FTP programs | Microsoft related packages | Flash art direction and basic animation.

EMPLOYMENT HISTORY

BBC jam | Freelance designer | April 05 – Present

Designed, developed and art directed the user interface for the BBC jam (BBC's Digital Curriculum offering) as part of a team. It is a very high profile project, and has required in-depth RND into usability and accessibility for children between the ages of 5 to 16, whilst understanding the BBC and Government's proposition. I have been responsible for the 11-16 age group and other age agnostic sections, although still conscious of the requirements 5 to 10 year olds will have. I have produced engaging dynamic designs, which are accessible to everyone, please a diverse audience, and display the best of the BBC's Digital Curriculum content to its full potential. I have also been working closely with Microsoft on the build and resolved design and technical issues that have arisen, whilst maintaining good relationships internally and externally in an overtly political surrounding.

Freelance | Creative Director | Art Director | Designer | December 03 – Present

Producing design solutions and concepts for a range of national and international clients, using a wide variety of disciplines. Including creation of brand identities and their development on/offline and in-store, magazine layouts, packaging, and exhibition stands.

Focused on concept/idea generation, art direction, design and product management. Responsible for resourcing, costing and supervising projects, and client liaison/consultation. Established solid client relationships and built trust through presentations and consultation.

Clients include: Virgin Outlet Store | Capolito Roma | Alfresco | Hudsons of London Ltd | The Symposium | Agathon Publishing | Quality Medical Field Ltd | Omnipole Ltd | Party Planners | Dunstan Designs | InForm.

Fullsix LTD | Art Director | Studio Manager | March 01 – Dec 03

Provided strategic, relevant media neutral solutions across multiple platforms. Responsible for the development and motivation of the creative department, in the absence of a Creative Director. Produced designs and creative solutions for a vast number of high profile client pitches and projects. The role included budgeting, costing and time estimation, concept generation, across multiple platforms such as print, web, email, SMS, direct marketing etc. Responsible for award winning campaigns and pitches to secure contracts with new and existing clients.

Clients included: Pantene | Olay | Herbal Essences | Crest | Ribena | William Hill | Eurotunnel | Granada Visual | Orange | Mars | National Blood Service | Hilton | American Express.

Agency.com | Art Director | July 00 - March 01

Art Director on various projects for the British Airways account. Communicated objectives and timescales whilst ensuring these were adhered to by the creative department on strategy and brand. Generated, presented concepts to the client from initial design stages to completion of the project.

Jamba.co.uk, Carlton Online | Senior Designer | Nov 99 - July 00

Produced original creative concepts and strategies, for Jamba and the future development of Carlton Online, through e-commerce or related commercial ventures. Produced the Jamba brand for iTV (Telewest; Cable & Wireless; NTL), WAP and Jamba 30 second spots, to drive traffic to the website and current promotions.

BBC Online | Designer | March 98 - Nov 99

Responsible for originating dynamic new interfaces, interaction design and branding for major re-launch. This prototype formed the concept and principle of the current BBC category based system. Designed and produced high profiled sites from initial concept, to completion. Ranging from the first "Eastenders" online presence to "Walking with Dinosaurs".

LineOne, | Web Designer | July 97 - March 98

Responsible for web and interaction design of LineOne portal.

News International Newspapers Ltd, | Designer | May 95 - July 97

Produced in-house corporate literature, presentations and promotional material from concept through to production, including a series of trophies.

Pinewood Print | Junior Mac Operator | Jan 95 - May 95

Responsible for designing video wraps, posters and direct marketing material.

EDUCATION

BA Hons Visual Communication Design | 2.1 | Middlesex University.

Foundation Course in Art | 2.1 | Kingston Polytechnic.

'A' Level Art & History | Kingston College Further Education.

10 GCSE's including Maths & English | Southfield's School of Education.

Further training: French | Flash Basics | Director Basics | Creative Thinking Workshops | Appraisal Training | Digital Video Production Workshops | Panico Film Foundation Course | Divemaster [Padi].

INTERESTS

Scuba diving, film, reading, theatre, art, music, sports, motorbikes and self-initiated projects.

REFERENCES

Available upon request.