

Robin Bates Senior Digital Creative

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Profile

In 2003 I decided to move from print to digital because it offers so much variety, and I'm excited by ever evolving technologies which constantly challenge my creativity.

With over 8 years experience I am extremely accomplished technically and creatively with solid management and presentational skills. In 2007 I was honored to accept a Cannes Cyber Lion for digital craft on Playstation 3 'This is Living' campaign site, and I believe this is a testament to my passion for quality of digital design output. I believe sloppy design can break a fantastic idea and quality of craft is something I try to inspire and distil in all those I work with.

I have worked as an art director in conceptual teams, a Flash animator, illustrator, all levels of design and closely with IA departments. Therefore I can easily and passionately apply myself to most digital creative briefs however I currently offer a flat Digital Design / Art Director skillset, working either by myself from concept to presentation or as part of a wider team.

I'm however very excited to work closely with developers early on in projects to ensure ideas are being strengthened or pushed from a technological perspective, and to ensure that the developers are inspired from a creative perspective.

Skillset

As a visual designer my speed and accuracy in Photoshop and Illustrator are second to none, and I am also proficient in InDesign.

More recently my speciality is moving towards the conception and visual design of highly interactive experiences such as those on touch-screen devices and dynamic html5 driven technologies.

However my experience and attention to detail makes me an excellent candidate for most digital visual design purposes.

Professional experience

2008 - present Director, Mikumog Design Ltd

I'm currently freelancing as a Senior Designer / Art Director offering lead visual design and conceptual skills. Over the past two years I've been fortunate enough to work with some of the leading agencies in London including Engine Group, Avenue A / Razorfish, Libertine, Hyperhappen, Breath-e and Dare Digital, across accounts including Rolls Royce, Sony, Vertu, Vodafone, Barclays, Santander, Microsoft and Samsung.

I bring to the table a wealth of experience and turn around high quality original work, quickly picking up briefs whatever the brand or situation.

In my most recent contract with Dare Digital, after delivering a fresh, high-energy design solution to the Sony sponsored 'Fevacasters' campaign site, my contract was immediately extended and I was quickly promoted to position of Lead Creative. I was then given the opportunity to head up a team of three designers to bring to life a new digital visual identity for Standard Life across multiple streams of work. I was responsible for initial concept work, client presentation, design lead and sign-off.

The work is currently guarded with an NDA but will go live in the last quarter of 2010.

2009 - 2010 Co-founder and Creative Director of Modify Ltd

Modify existed as a collective for some time before myself and my colleagues decided to team up as a full digital service boutique. We focused primarily on engaging and beautiful Flash experiences with a passion for digital craft, other services included iPhone applications, 3D and motion design.

We worked closely with other above the line agencies such as Haymarket to help them realise work digitally on Samsung and The Army. We were also the design agency of choice by User Experience agency Flow Interactive, and worked with them closely on Sony, Microsoft, Tesco and The North Face.

2007 - 2008 Senior Designer / Art Director, Digitas, London

At Digitas I headed up a cluster of key clients including Lloyds TSB, game.co.uk, Vente Privee and Homeserve.

My responsibilities included the majority of concepting, all art direction and final sign-off on work produced across any of these clients. I also managed four designers working across different accounts, and mentored a handful of junior designers in Photoshop and Flash animation.

I was often involved in pitching from initial concept through to presentation and regularly held creative catchups with clients in my cluster.

I also took it upon myself to inspire the creative department with inspirational and relevant material, talks, exhibitions and work from competitors to encourage debate.

2006 - 2007 Senior Designer, RMG Connect, London

My role at RMG Connect was primarily to produce outstanding design, ensure the quality of output across all digital accounts and produce master Flash files to set animation style for production

houses. I also mentored middleweight and junior designers and strived to inspire my peers within the creative department.

Across my core clients which included Shell, HSBC, Tourism Ireland and Vodafone I was responsible for conception, presentation, design and build which helped to build strong relationships with the clients at all stages of project.

2003 - 2006 Junior – Senior Designer, Wheel, London

My initial role at Wheel was to produce Flash banners for Dixons, Opodo and BT.

I later joined the web design team working closely with the IA department to deliver design for Wheels larger CSS driven site builds for clients such as British Gas, Experian, Tourism Ireland, Blacks and Laura Ashley.

In my final year I assumed a senior design position working on Wheels more prestigious Flash sites and comms work including Sony PSP, Sony Playstation 3 'This is Living', Brahma Beer and Zovirax. My speed and quality of output gave me the opportunity to work across most of the creative pitches which came through the agency.

2001 – 2003 Junior Designer, HRS Graphics, East Sussex

HRS Graphics is a small print agency in Lewes and I helped out across many of the clients, illustrating, concepting, designing and mocking up. I learned valuable skills about pre-press, papers, finishes, and software skills.

Clients included Blue Cross, Prezzo, Children in Need and Leonard Cheshire.

Education

2001 Professional Development Certificate in Multimedia

1999 – 2001 BTEC National Diploma in Media & A level in Graphic Design

1998 – 1999 BTEC National Diploma in Art & Design

References

Available upon request, please contact me if you would like to hear from my referees.