

Sean Lane

Senior Creative

25 Constantine Road,
Ashford, Kent,
TN233PN

07979525184

lane.sean61@gmail.com

Very experienced in the creative industry solving problems and producing a wide variety of design work including concepts for advertising, web design, marketing literature, logo design, brand creation, high-end image retouching, illustration, 3D design, plus the creation of digital material and animation. Over the last couple of years have implemented UX practices for UI designs as well as development knowledge using HTML and CSS. The journey begins with ensuring the team completely understand the problem that needs to be solved and the users needs. Then it's on to ideation, wire frames and/or scamping and finally production. Work through complexity to achieve simplicity.

CAREER

Freelance Art Director and Creative Designer – January 2018 – present

- » Created concepts and designs on a couple of large projects. These include projects for both the high end automotive sector and also for a investment consulting business.

Head Creative (Services), Saga Group Plc – November 2012 – December 2017

- » Managed a team of three designers and three copywriters to generate concept designs and production of integrated campaigns for the Saga Services in-house design studio. This catered for the Insurance and Finance marketing teams. In addition to this liaised with the large Travel sector on cross sell products. Vast majority of the campaigns proved very successful generating engagement and ultimately increased sales for each division. Played an integral role in a complete rebrand for the business and assisted in launching a new membership scheme for Saga. A truly multifaceted position.

Senior Creative, RR Donnelley – August 2011 – November 2012

- » Senior design role concepting and creating integrated work in a busy KPMG London studio.

Art Director, The Forward Group – September 2010 – July 2011

- » Design and art direction of mailers, magazines and brochures from concept through to print.

Media Solutions Specialist, AT Kearney London – October 2009 – September 2010

- » Chief conceptual thinker and brand guardian, designed marketing pieces (brochures, proposals, etc.) to aid consultancy team.

Designer, WHSmith HQ, Swindon – 2007 – 2008

Senior Designer, AXA Investment Managers, London – 2006 – 2007

Art Editor, Designer and Visualiser, Financial Times (Business), London – 2001 – 2005

Freelance Illustrator, Visualiser and Designer – June 1994 – present.

EDUCATION

- » BA Hons Degree in Graphic Design & Illustration, De Montfort University, Leicester
- » HND Graphic Design & Illustration, Southampton Institute of Art and Design
- » OND Graphic Design, Gloucester College of Art & Design.

INTERESTS/ADDITIONAL INFORMATION

Currently learning to read, write and speak Japanese. Keen sportsman including being a regular runner. Music is a big motivation, especially playing the guitar. Try to draw something every single day and have a passion for creativity, firmly believing it can make a difference to any business.



www.thumbnail-creative.co.uk



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