

visual thinker

martin cassidy

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employment

Creative Director / Senior Designer

June 2008 – Present

Digital People Online, London

Key areas of work: Art direction, web design, css, html, drupal, project management

Presently I direct a small team of Designers and Developers to produce online sites using Drupal for high profile international clients. I am involved in every stage of the process from the original development concepts through to mockups and CSS implementation. I am also actively involved in scoping, budgeting and project management of the creative team.

Graphic Designer / Director

March 2000 - April 2008

Assiduous Media, New Zealand

Key areas of work: Art direction, design for print & web, identity development, project management

For 8 years I was self-employed running my own Graphic design business, Assiduous Media. As a result my skills covered the many "typical agency" disciplines involved in taking projects from brief to completion. I have been client services, creative team and finished artist not to mention print broker, proof reader and tea lady.

my key skills

- Web design, HTML & CSS
- Graphic design
- Art direction
- Logo & brand development
- Print production
- Solid layout & typography
- Drupal theming
- Natural passion for design
- Love of all things digital
- Understanding clients needs
- Meeting deadlines & budgets

clients and brands

- Unilever
- GSK
- EA
- Reckitt Benckiser
- Smirnoff
- Orange
- Heineken
- Bacardi
- Pegasus Bay Winery
- Samsung
- The All Blacks

tools that work for me

- Apple OS X
- Photoshop
- Illustrator
- Dreamweaver
- Flash
- Drupal
- Final cut pro
- Resolume
- Digital SLR
- Fineliner & notebook
- Brain

education

Design and Arts College of New Zealand - Diploma Graphic Design 1998-1999

Natcoll Design Technology - Diploma Multimedia 1999-2000

portfolio www.martincassidy.co.nz