

Creative & Product Design Director

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I am an established creative director specialising in digital design with a track record of **idea generation, creative** and **art direction** and **team leadership**. I like to listen, love to solve problems and believe that design should simplify connectivity between brands and people.

Confident, and proven in **building, mentoring** and **managing teams**, I have delivered industry and audience recognised **products, platforms** and **campaigns**. I consider collaboration as the fundamental building block of success, and relish opportunities to collaborate with people who hold contradictory ideas, differing abilities and varied experiences; previously partnering with strategic directors, copywriters, art directors and 'tech heads' to deliver richer and deeper creative solutions.

I've consulted at many of the world's leading advertising agencies promoting that digital, backed with 'invisible' design, is the catalyst for serving extraordinary user experiences.

Clients:– Deutsche Bank, Economist Intelligence Unit, Nissan, McDonald's, Google, Levi's, Notion, Universal Music, BAT, Island Records, Disney, Panasonic, Canon, Away Resorts, Total Energies, The Body Shop, Vodafone and 3.

Xcalibre Comms | London
Co-Creative Director
Contract - Dec 2017 – Current

Collaborating with Xcalibre's in-house creative director and technical team, I played a client facing role responsible for the co-creation of key innovative projects: **Who Knows Wins, Roobyx** and **Rooter**. From branding through to UX & UI direction across apps and web platforms, I was also responsible for several client discovery workshops that established visual, brand and user direction.

I was key in expanding the Roobyx platform, a start-up focused on providing insurance to the gig-economy workforce, devising a successful social campaign supported with video testimonials and a re-imaged platform that increased sales by over 80%.

Intelligent Mobile | London
Creative & Product Director
Contract - Nov 2015 – Nov 2017

Delivered a range of apps for clients including **Marwell Zoo, Away Resorts** and **Knowsley**, created to enhance real-life zoo experience utilising **iBeacons** and GPS technology, the apps helped visitors navigate the park's terrain with up to the second animal information.

Additional **UX/UI, branding** and **digital transformation** projects include **Away Resorts**. **Phase 1** transformed the check-in process, chalet management, event bookings and navigation of the resorts via the app. **Phase 2** allowed the booking of restaurants and the ordering of beverages and food whilst physical digital navigation way-finding made the resort a leader in apps and digital signage.

Centric Mind | London & Berlin
Creative Director
Contract - May 2017 – Oct 2017

Liaising with **Ogilvy, Economist Intelligence Unit** and **FEMA** I directed 'Flood Economics', a platform tasked with raising awareness of flood mitigation across the U.S. by utilising heavy amounts of FEMA and EIU data. Coordinating creative teams, **London, Berlin, New York** and **Washington**, the project concluded in receiving outstanding merit and recognition from the Office of the U.S. President; thankfully Obama, not Trump.

- Economist Intelligence Unit | London**
Creative Director
Contract | Aug 2014 – Feb 2015
- Translating an EIU white paper covering data from across 28 European cities, I delivered the Janseen Mental Health Report. Taking an advertising campaign approach, the visually rich and interactive platform allowed users to gain top-level facts before digging deeper into interactive infographics.
- In addition, I collaborated with **content authors, data analysts, technologists and designers, London and New York**, to create the EIU's **Market Explorer** platform. Including branding, data visualization, data tools and infographics, and based on user research, I was responsible for the UX, prototyping and UI design.
- Handmade Digital | London**
Creative Director
June 2013 – Aug 2014
- Owning the creative direction across **British American Tobacco, Honeywell Technology Labs and Eli Lilly**, I devised digital solutions that utilised **AR, social, mobile and bespoke web solutions**. Working alongside stakeholders I provided the creative vision for global marketing initiatives, campaigns and new business pitches.
- Various Agencies | London**
Creative Director
Sept '11 - May '13 / Feb '15 - Apr '16
- Led the design direction and defined solutions for some of the worlds biggest brands; **Google, Expedia, TUI, American Express and BT Sports**. From collaborating on campaign ideas, scamping and storyboarding to pitching, branding and user interface design, this is what I love doing.
- HUGE Inc. | London**
Creative Director
Contract / Jan 2011 - Aug 2011
- Established the creative and UX team allowing HUGE to place itself firmly upon the U.K. digital agency landscape. Between client meetings and team building and management, I ensured all work was delivered to the highest standard for clients including; **Unilever, Cif, Domestos** and the **BBC**.
- DUKE Razorfish | London**
Creative Director
Mar 2007 - May 2010
- Transformed Duke's offering from 2 clients to 12 and generated industry recognized award-winning work. Established, managed and mentored the creative, technology and UX teams. Delivered outstanding solutions; web, mobile, AR, experiential, motion, multi-media and branding.
- Grew the client base 650% between 2007 and 2010.
 - Clients included **Nissan, McDonald's, Levi's, Levi's Dockers EMEA, Body Shop, P&G, Island Records, Universal Music, Total Energies** and **Disney**.
 - Concluded with 'Behind The Hit'; a campaign that won multiple industry awards.
- Amnesia | Razorfish | Tokyo**
Creative Director
Mar 2006 - May 2007
- Established the **Tokyo** studio by working with technical teams in **Sydney** to deliver products, branding and digitally integrated experiences for key Japanese accounts; **Pepsi, Cerego Technologies** and **Disney**.

Software

Sketch, InDesign, Invision, Illustrator, Photoshop, After Effects, Keynote, PowerPoint, Audition & Stickies

Interests

Paragliding, cycling, time-lapse photography, illustration, film, travel, soundscapes, growing tomatoes, deep sea shark fishing and fighting rabid tigers bare handed in my shorts!