

Mitch Lenton

11/08/85

Digital Designer, East Australia

04 0359 5122

www.mitchlenton.co.uk

mitch@mitchlenton.co.uk

About

I am a highly skilled digital creative with comprehensive experience working with art directors, developers and copy writers. I deliver designs from concept & idea generation to polished artwork, working within all areas of the online marketplace - and I love what I do.

General Competencies

- 5+ years multi-practice studio experience
- Logical and considered approach to answering briefs
- Offers creative inspiration to others and welcomes it in return
- Understanding of DDA and W3C accessibility guidelines.
- Excellent understanding of technical possibilities and constraints
- Can deliver solutions across multiple media
- Understands the importance of brand consistency

Skills

I have experience working within teams of designers, art directors, developers and copy writers. Delivering designs from concept & idea generation to polished artwork.

Specialist skills

- Website & eCRM design
- Information architecture
- UI and UX design
- Branding & identity
- Rich media & social media
- Mobile App design
- Flash Animation

Technical skills

Platform: Mac OSX

Adobe Creative Suite Software:

- Photoshop, Illustrator, InDesign, Fireworks, Flash, Dreamweaver

Programming:

- HTML, CSS, AS2

Education

University of Lincoln

2004 - 2007

The Norwich School of Art & Design

2003 - 2004

City of Norwich School & Hethersett High

1997 - 2003

BA (Hons) Graphic Design

Upper second-class honours degree (2:1) + First Class Dissertation

BTEC Foundation Diploma - Art & Design

Pass grade

A-Level: Art, Mathematics, Information Technology

GCSE: 9 x A*-C grades including English, Maths, Science, French

Experience

Freelance Design & Developer

Aug 2011 - Present

Balloon Dog

Apr 2011 - Aug 2011

A Norwich and London based digital and print design agency specialising in UI and visual design/development

Freelance Digital Designer

Responsible for creating high quality digital artwork and fully functional websites in often tight timings and budget.

Clients include

- Barclaycard
- Duracell

Senior Digital Designer

Working within a team of planners, designers, copywriters and developers to generate innovative digital concepts for the agency's high profile clients, and producing high quality artwork to bring the concepts into the online marketplace to generate brand payback.

Clients include

- Disney (Feld Entertainment)
- Aviva
- Frontline (Merial)
- Rightmove
- Barclaycard
- Pret à Manger

Experience (cont.)

Affinity New Media

Sep 2007 - Apr 2011

A Norwich based digital design agency specialising in website design, eCRM, e-commerce, branding and identity

Digital Designer

Responsible for producing sales visuals from detailed briefs to generate new business, as well as designing concepts and artwork for the agency's existing clients.

Clients include

- Marshalls Seeds
- Start-rite Shoes
- FSI
- Harley Davidson

ETT Marcoms [work experience]

Apr 2006 - May 2006 and

Jul 2007 - Sep 2007

A Norwich based print design agency specialising in press, media and TV advertising

Junior Designer (work experience)

Responsible for artworking and amending press ads as well as branding & identity, brochure and poster design concepts.

Clients include

- Winsor Bishop
- Thurlow Nunn Vauxhall

Industry sectors

I've launched new products and services into the online marketplace, designing and delivering for regional, national and international organisations

My experience covers

- Automotive
- Sports & Lifestyle
- Engineering
- Fashion, Art & Design
- Retail & Services
- Entertainment
- Healthcare & Dentistry
- Travel & Tourism

Passions

My passion for pushing pixels is accompanied by my love for everything outdoors such as surfing, snowboarding, kayaking, climbing, rugby, cricket and the occasional music festival.

What makes me click?

www.qbn.com

I think it's extremely important to keep track of what other creatives around me are doing are get to receive input from those who may have different views than myself. The QBN network allows designers to do just that.

www.adsoftheworld.com

A source of inspiration for every project, ads of the world provides me with daily injections of creativity, not just from the digital media side of the industry but also offline - the root of my creative journey so far.

www.magicseaweed.com

I always have a eye on the surf report to plan those weekend excursions.

www.bbc.co.uk

A perfect example of how to display a huge amount of constantly updating information in an easy to digest manner.

References

If you require a reference from one of my previous superiors feel free to contact one of the following:

Cordell Burke - Creative Director at Balloon Dog

cordell.burke@balloondog.co.uk

Gideon Graylyons - Creative director at ETT

gideon@ett.co.uk

Request my portfolio

If you would like see a full portfolio of my work please contact me and I will send you an electronic PDF:

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