



Name: Alastair Holmes
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Full Time Employment:

Nice Agency / Karmarama, June 2010 – present

Joining as Lead Designer at Nice Agency when it was still a start up I was responsible for shaping the agency's brand and creative output. Working at Nice, I have designed Android apps, iOS apps and responsive websites for clients such as Channel 4, First Direct, Flybe, HSBC, Jaguar Land Rover, RTÉ and Sony. I was also involved in the interviewing, hiring and mentoring of new design team members. The role often requires me to meet with clients and work closely with development teams. In 2015 Nice Agency became part of Karmarama. Since then I have often worked with the creative teams at Karmarama on projects and pitches that have a digital element.

Feref, September 2008 – June 2010

I joined Feref as part of it's small but successful digital department. My work was mainly on projects and pitches for movie industry clients such as Paramount, Universal and Disney. I designed and art directed various forms of online advertising such as ad banners and takeovers. I also worked with the marketing team to create designs and mockups to help them win work for the agency. An important part of my role was being able to take the key assets from a movies brand and use them to create advertising that showed it in the most interesting and exciting way.

Reading Room, May 2007 – September 2008

Brought in initially at junior level, but was quickly moved into a mid-weight position to reflect my design and communication skills. From the outset I was involved in a number of successful pitches for clients such as Škoda, Victor Chandler Bet and the charities Sightsavers and Dogs Trust. I also helped to win new work from existing clients such as the NHS and Royal Mail. My role at Reading Room often included meeting with clients to discuss briefs and present work. I also encourage and mentored other members of the design team, offering both creative and technical assistance. I worked on many content heavy websites and had to ensure that designs met the required accessibility levels and that information was displayed as clearly as possible.

Naked Penguin Boy, February 2006 – May 2007

Worked as part of a small digital agency creating websites, banners, virals and Flash games primarily for the entertainment industry. Clients included Dreamworks, Nickelodeon, Warner Brother and Ladbrokes. A lead designer on numerous projects, I was responsible for delivering high quality work to tight deadlines and budgets. Often working on more than one project at a time, my position required working both independently and as part of a team.

Venda, July 2003 – 2006

I joined a small design team in a larger E-commerce agency that worked with clients such as BT, Hamleys, Heals, Nokia and Panasonic. The work involved designing the overall look and feel of sites as well as the creation of icons, buttons and banners to display on them. Attention to detail and the ability to follow style guidelines was an essential part of my role, as was the ability to communicate effectively with both clients and technical teams. During my time at Venda it grew from a medium sized London agency to a large one with offices in Vietnam and the United States. I was often required to work with colleagues and clients from these locations.

Technical Skills:

Highly proficient in Photoshop, Illustrator, In Design and Flash animation. Able to use Sketch, Keynote and have a basic understanding of After Effects. I also have some knowledge of HTML and CSS.

Personal skills:

An enthusiastic designer with an eye for detail and a passion to create the best work possible. I have great communication skills and am able to present concepts and ideas to both groups and individuals, clients and colleagues. With extensive experience as a UI designer I can work as part of a team alongside UX designers and development teams, but can also work individually when needed. Often required to work on different projects at the same time I am able to manage my time effectively to meet tight deadlines. I am friendly but assertive and have a good sense of humour.

Achievements:

My work was selected to appear in the 2003 D&AD New Blood Exhibition. Whilst at Reading Room my work was featured in the 'Build off' section of .Net magazine. Also at Reading Room my design for the NHS 'Go Smoke Free' site won an Outstanding Achievement award from the Interactive Media Council. At Nice Agency I worked on iOS apps for the broadcasters Channel 4 and RTÉ, which featured in The Sunday Times App List won a BIMA for Best Native Mobile App respectively.

Other interests:

When I'm not working you'll likely find me listening to music, watching films, reading, cycling, visiting Berlin, buying records or out somewhere in London.

Education:

The Surrey Institute of Art & Design, Epsom, 1999 – 2003
2.1 BA (Hons) Graphic Design

Chesterfield College, 1997 – 1999
Distinction GNVQ Art & Design

9 GCSE's grade C and above. Including Art, English, Maths and Science

References:

Available upon request.