

MARTIN GEORGE PEART

CREATIVE DESIGNER

PROFILE

All round Creative Designer with nearly twenty years professional experience working in pressurised and fast-paced media environments. The variety of projects undertaken in my varied roles has honed my design, organisational, communication and interpersonal skills and shown my ability to work as a creative and dynamic team leader. Well versed in offering a range of digital and print design skills, I'm able to follow client direction to deliver projects on brief, on time and exceeding expectations.

SKILLS & SUMMARY

- Expert in working with Adobe Creative Suite. Excelling in the use of Photoshop, After Effects, Premiere Pro, Illustrator, InDesign and Dreamweaver.
- Motion graphic and video editing expertise coupled with creative, original idea thinking has made me a key figure in the creation of the MailOnline section of the new Snapchat Discover news platform.
- Sophisticated sense of typography and an understanding of its relevance to create outstanding design, both online and offline.
- Solid experience of working across a range of print, online and new media projects with the ability to work under pressure to meet tight deadlines.
- Always willing to offer creativity, insight, ideas and strategy where needed. Articulate, personable and able to generate enthusiasm and energy among colleagues to make deadlines and produce high standard outcomes.
- Confident working closely with Directors, and Senior Stakeholders, to design guidelines and comfortable in presenting creative ideas.

INTERESTS

Design, Fashion, Literature, Music, Sport - Football, Swimming, Golf, Cricket, Snowboarding

CONTACT

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CAREER RESUME

DAILY MAIL ONLINE

DEPUTY DESIGN EDITOR | JANUARY 2015 - PRESENT

- Original team member for MailOnline's section of Snapchat Discover platform.
- Regularly manage the whole design process including taking charge of morning idea generating meetings as well as overseeing the design team's time management to make sure deadlines are met and content is of the highest standard.
- Providing original, fresh and often humorous ideas for the animated News and Features video 'Top Snaps' to the Snapchat generation.
- Primarily working with After Effects, Photoshop, Premiere Pro, Illustrator and C4D to rapidly bring to life current stories in time for strict publishing deadlines.

FREELANCE

BLEACHER REPORT

- Produced viral videos and artwork for publication on Social Media platforms such as Instagram and Facebook.

POSH TIGER

- Created animated, themed event invitations for Corporate Events, Children's parties and birthdays.

BLOC HOTELS

- Managed all design aspects in the creation of the brand new magazine including design concept and styling of the production as well as image sourcing and content management.

GOLDSAND DIGITAL

DIGITAL DESIGN CONSULTANT | JANUARY 2015 - APRIL 2015

- Worked with award winning digital design agency specialising in the automotive industry. Designed under brand guidelines for huge companies such as Jaguar, Land Rover and Volkswagen.
- Lead a young start up digital design team, offering creativity, experience and expertise to improve the overall design production process.
- Gave insight into dealing with clients while also taking a hands on approach in demonstrating effective Digital Editorial Design ideas and concepts.

DAILY EXPRESS, SUNDAY EXPRESS, DAILY STAR ONLINE

ART EDITOR | JULY 2002 - DECEMBER 2014

- Took control of the whole Sunday Express and Daily Express Art Directing process, working closely with Senior Editors and departments including Picture Researchers, Photographers, Journalists, Marketing, Advertising, Scanners and Sub Editors.
- Worked closely with the Marketing Team to produce attention grabbing front page designs to engage the consumer.
- Comfortable with budgeting and commissioning freelance Designers and Illustrators.
- Contributed to the creation of Daily Star Online, including style, and graphic design content ideas.

EDUCATION

■ HND Newspaper, Magazine & Infographic Design, Newcastle College, 2001 ■ BTEC Graphic Design, Durham New College, 1999 ■ A Level Art & Design, Durham New College, 1999 ■ 9 GCSEs, Grade A-C