



adj. "something pleasing to the mind or feelings."

MIKE RACKLIFF | DESIGN | DIGITAL | PRINT

PROFILE

Michael Rackliff
5 Grove Field
Warndon Villages
Worcester
Worcestershire
WR4 0SE
D.O.B: 13th January 1976

SUMMARY

I am a multi-award winning digital art director with a degree in Design Studies and over 10 years' experience in advertising and packaging. Capable of producing work from concept to delivery, my passion and recent experience with one of the world's leading agencies has focussed my skills in the digital arena.

British, Full driving licence (clean)
Interests: Web Design, Social Media, New Technology, Graphic Design, Online Gaming, Football (watching and playing), Fantasy Novels, Experiencing New places, Cooking, Flash, Flash, Flash.

SKILLS

Digital:

Flash - CS3 level
Actionscript - 2 & 3
Dreamweaver - CS3 level
Photoshop - CS3 level
CSS
XHTML
Javascript - Understanding
Audacity
imovie

Print:

QuarkXpress
Illustrator - CS3 level
Photoshop - CS3 level
Indesign - Learning

Other:

Excel
Powerpoint
Word
Adobe Acrobat 8
Adobe Bridge - CS3 level

SOCIAL NETWORKS

www.linkedin.com/in/mikerackliff
www.twitter.com/mrsweettweets
www.facebook.com/people/Mike-Rackliff/648251261

WORK EXPERIENCE

2003 - 2009 TMP Worldwide

Job Title: Digital Art Director
TMP is one of the UK's largest advertising agencies. Working with blue-chip clients including npower, E.ON, Yell, IBM, GCHQ, Lloyds TSB and Kraft foods, I was responsible for generating ideas and developing print and digital solutions to tackle many complex issues. This involved liaising with and managing 3rd party suppliers and associated budgets. Awards include the PPMA work of the year.

2000 - 2003 YO YO Creative

Job Title: Art Director
YO YO is a print and digital specialist. Here, I produced a wide range of work, from banners and brochures through to fully functional websites. Clients included IBM, Codemasters Conaco and VitalEyes.

1998 - 2000 DG2 LTD

Job Title: Designer
DG2 specialises in B2B print and packaging. I was responsible for designing and artworking everything from boxes to brochures, helping develop good layout skills, attention to detail and Photoshop techniques, as well as an in-depth awareness of production processes. Clients included Cadbury's, Miss Selfridges and a range of industrial sector businesses.

1997 - 1998 Se7en Internet

Job Title: Junior Designer
Se7en Internet was a small internet specialist which is now 'Phase 8' within the Namesco Group. I was involved in the design and build of websites for a variety of local clients, giving me a good early grounding in HTML, Javascript and e-commerce scripting.

EDUCATION

1994 - 1997

BA (Hons) Design Studies
University of Wolverhampton
School of Art and Design
Award: First Class Honours

1992 - 1994

BTEC National Diploma Graphic Design
Worcester College of Technology
Year 1: Pass, Year 2: Merit
Final major project: Distinction

1992 GCSE

English Literature (B)
English Language (B)
CDT Design Communication (B)
The Sciences Double Award (B) (B)
History (B)
Art and Design (C)
Mathematics (C)

AWARDS

My recent honours include:

2 CIPD awards,
2 RAD awards
1 Fresh Digital Award,
2 RiFivers,
1 Target Award,
2 PPMA wins
PPMA 'Work of the year'
Roses Advertising Award

References available on request