

Gregg Fadden



Design Director
Curriculum Vitae
Autumn 2023

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About

With over 9 years commercial experience in graphic design and advertising, my career has seen me work across a number of well known brands including; Coca-Cola, ATP, Adidas, Uber, Prime Video, Mars, Wrigleys, Stella Artois. In the last couple of years, I've progressed to more of a leadership and Director level. This has meant my responsibilities have developed, establishing design language and systems for campaigns, managing teams, creating workflow efficiencies and working in more of an oversight capacity across a large number of clients. This has been greatly rewarding and harnessing a culture of motivation and high standards is something I wish to continue wherever I am.

Skillset

From starting out in Digital Design designing for email and webpages, to working in Print creating artwork for billboards, to climbing the ranks in a leading social agency using motion and illustration to create content for various platforms, my career has seen me wear many hats and has enabled me to grow and develop into an integrated designer and a Design Director who can oversee all aspects of a creative project. Whether that's the practical side of design, illustration, photography, motion and video or structure, process and team management and development, my experience enables me to direct projects from concept to execution but also places me to offer guidance and support to more junior members of the team.

Education

West Suffolk College

2006 - 2009
General Art & Design
BTEC National Diploma

Bucks New University

2009 - 2012
Graphic Arts & Advertising
BA (Hons) Degree

hetford. Bury St Edmunds
igh Wycombe. Shoreditch
ngel. Clapham. Streatham



Experience

Sputnik Snowboard Shop

2014 - 2015 | Design Assistant
Responsibilities inc.
Photography of products. Retouching and editing. Dcomm banners for web and email.
Social content design. Webstore management. In-store poster design and POS.

Olive Communications

2015 - 2016 | Digital Designer
Responsibilities inc.
Presentation design. Branded stationary design. Dcomm banners for web and email.
HTML email design. Social content design.

Exterior Media

2016 - 2019 | Midweight Designer
Responsibilities inc.
Large format OOH print design. Large format DOOH motion design. Branded stationary design. Presentaion Design. Line management. Client management and presentations.
Conceptual image composition and retouching for new business. Internal Design workshops.

Engine / We Are Social Oliver / Havas Red

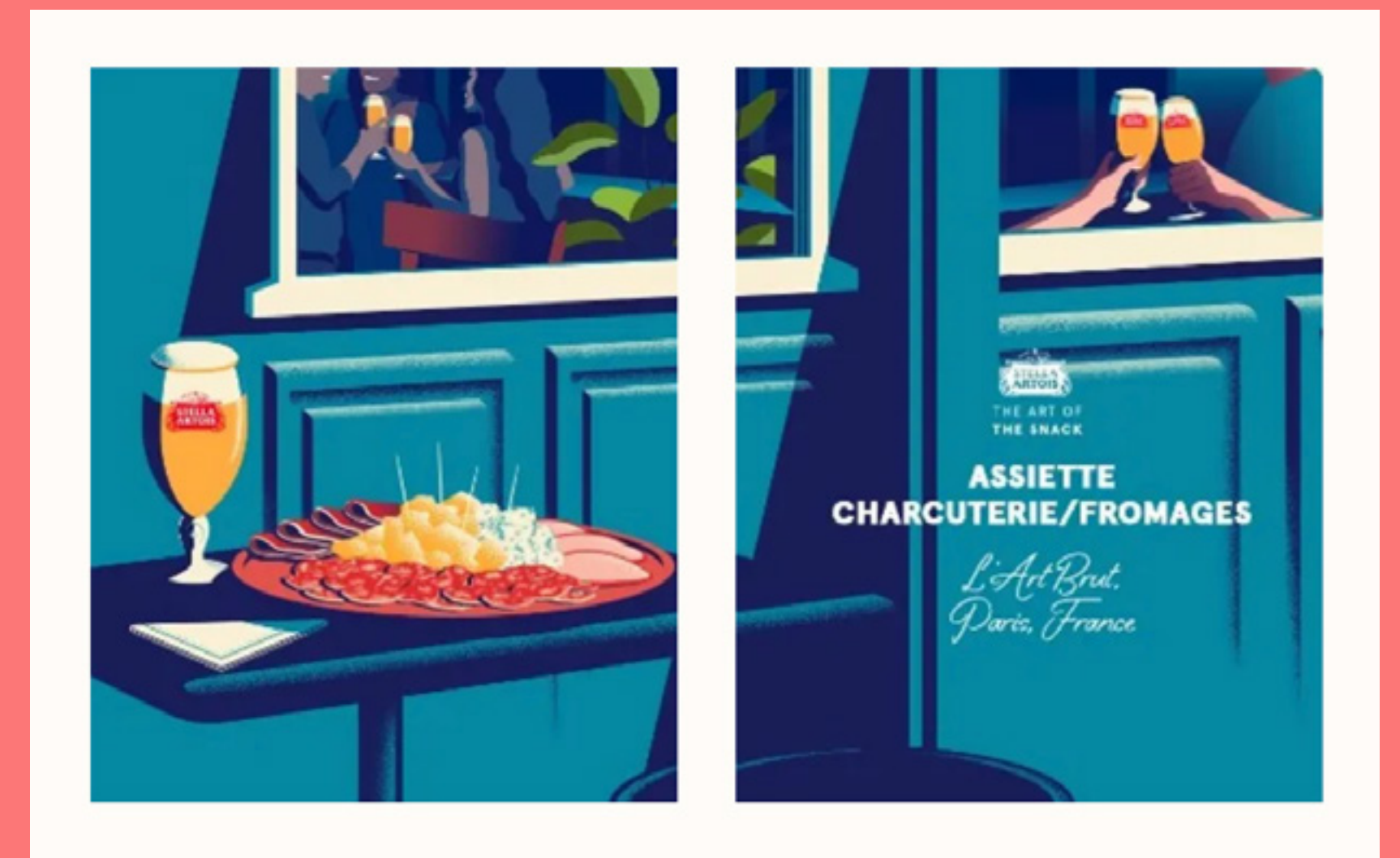
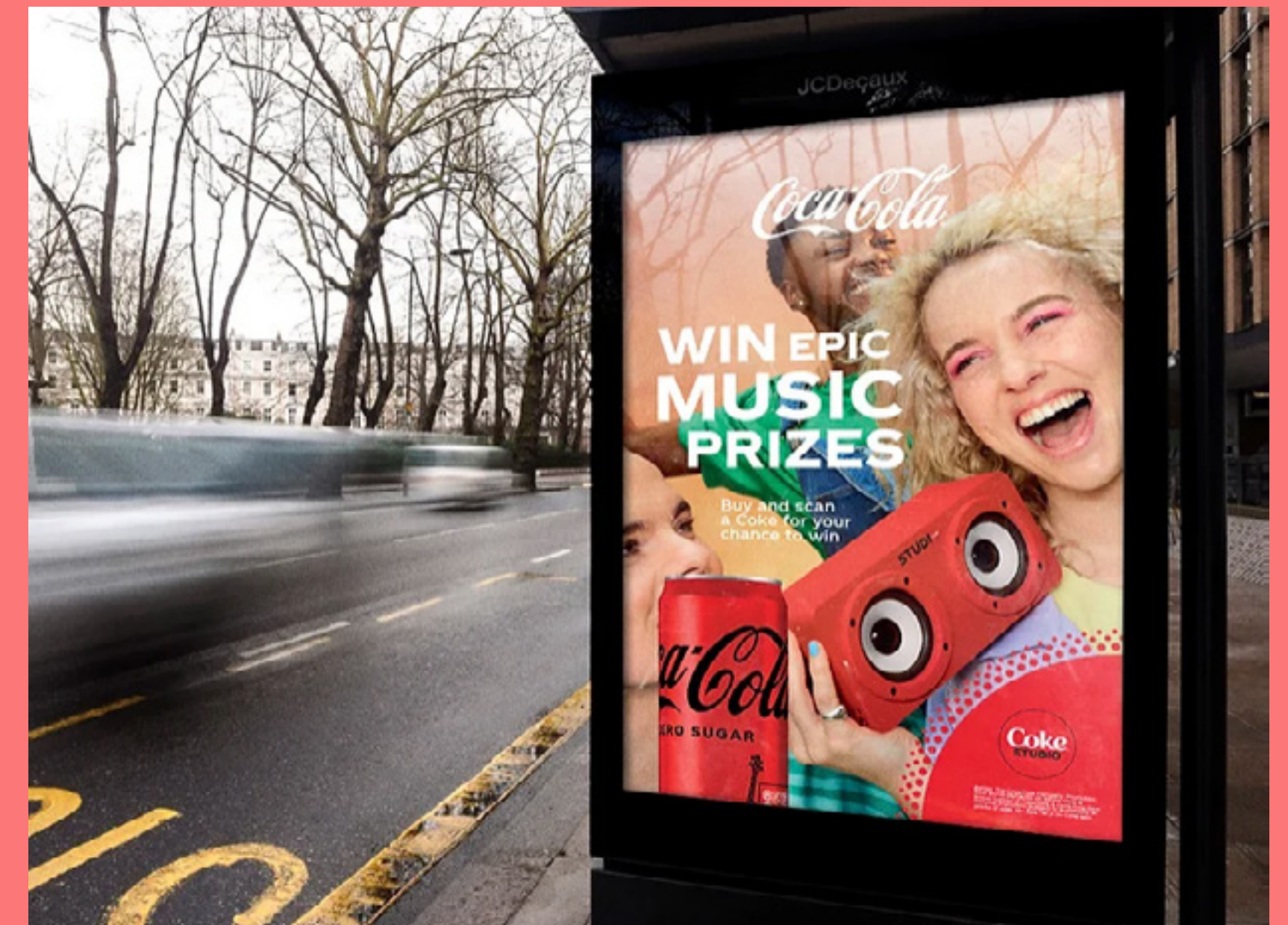
2019 - 2021 | Freelance Designer
Responsibilities inc.
Social content design. Large format OOH print design. Large format DOOH motion design.
DCOMM banner design.

We Are Social

2020 - 2023 | Midweight Designer / Senior Designer / Associate Design Director
Responsibilities inc.
Social content design. Large format OOH print design. Large format DOOH motion design.
DCOMM banner design. Campaign art direction. Shoot Direction. Campaign toolkit creation.
Line management (9x designers). Marketing comms. Account oversight for 1x Client groups (10+ brands). Project and resource management. Client management and presentations.
Internal and external design workshops. Member of the agency sounding board.

The&Partnership

2023 - Current | Design Lead
Responsibilities inc.
Social content design. Large format OOH print design. Large format DOOH motion design.
DCOMM banner design. Campaign art direction. Shoot Direction. Campaign toolkit creation.
Line management (5x designers). Marketing comms. Account oversight for 2x Client groups (20+ brands). Project and resource management. Client management and presentations.
Internal and external design workshops. Member of the agency Creative Social committee.



**For more work, please visit
www.gregfadden.com**



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