

PETE COLLINS

DIGITAL CREATIVE DIRECTOR

www.ledigitale.co.uk

pete@ledigitale.co.uk

+44(0)7779 168 940

A digital creative director with over 20 years experience in digital media, who can initiate, direct and execute across all facets of the digital landscape. Currently specialising in advertising for the film, TV & entertainment sectors.

CURRENT EMPLOYMENT

TEA - THE ENTERTAINMENT AGENCY LTD | CLERKENWELL, LONDON

July 2007 to present

DIGITAL CREATIVE DIRECTOR

January 2011 to present

RESPONSIBILITIES

- Lead, manage & coordinate delivery of all digital output.
- Provide creative direction across digital campaigns.
- Outline & initiate creative strategies.
- Manage a digital creative team plus a roster of freelancers.
- Assist with project management & resource allocation.
- Participate in pitches for new business.
- Provide project cost estimates & critical paths.
- Maintain an awareness of emerging digital trends & new technologies.

EXPERIENCE

- HMTL5 rich media display advertising.
- Mobile rich media advertising.
- Digital outdoor advertising.
- Social media content.
- Motion graphics.
- Website UI design.
- Front-end web development.
- Wordpress CMS development.
- Responsive web design.
- PHP development.

SENIOR DIGITAL DESIGNER

July 2007 to January 2011

RESPONSIBILITIES

- Lead, manage & coordinate delivery of all digital output.
- Creative lead across all digital campaigns.
- Participate in pitches for new business.
- Maintain an awareness of emerging digital trends & new technologies.

EXPERIENCE

- Flash rich media display advertising.
- Flash websites/microsites.
- Digital outdoor advertising.
- Facebook applications.
- Wordpress CMS development.
- Motion Graphics.

NOTABLE CAMPAIGNS

3 Billboards, Dunkirk, Logan, Deadpool, Hacksaw Ridge, X-Men: Apocalypse, The Hateful Eight, Game of Thrones S5, S6 & S7, True Detective S1 & S2, The Hunger Games Trilogy, American Hustle, Frank, Haywire, Captain America, Thor, Slumdog Millionaire, The Watchmen.

CLIENTS

Warner Bros, Lionsgate Films, Universal Pictures, Twentieth Century Fox, Walt Disney Pictures, eOne Films, Paramount Pictures, Sony Pictures, Entertainment Film Distributors, King, HBO, Nickelodeon, A&E Networks (History Channel, Lifetime, CI).

SOFTWARE/LANGUAGES/PLATFORMS

After Effects, Animate, Photoshop, Illustrator, Media Encoder, HTML5, CSS3, JavaScript, Canvas, React-Native, PhoneGap, PHP, MySQL, Sizmek, FlashTalking, DoubleClick Studio, Celtra.

PREVIOUS EMPLOYMENT

FREELANCE DIGITAL DESIGNER | LONDON

October 2001 to July 2007

STAR WARS: EPISODE III - REVENGE OF THE SITH

Designed and produced a series of motion graphic sequences for the London premiere in Leicester Square for two concerts by the London Philharmonic Orchestra.

I,ROBOT

Designed and produced series of video sequences for DJ Jazzy Jeff for the evening event of the premiere hosted at Fabric.

REEBOK (RBK)

Designed a series of video visuals for the European launch of the 'I Am What I Am' advertising campaign featuring Jay-Z, 50 Cent and Allen Iverson.

CLIENTS

Universal McCann, Reebok, Twenty8Twelve, Royal Caribbean Cruises, Ministry of Sound, Visible UK, Sesame, SubTV, Micralite.

NEW MEDIA DESIGNER | VFX DESIGN LTD | SOHO, LONDON

April 1993 to October 2001

CHANNEL 4

Production of title sequence for the current affairs programme 'Unreported World'.

BRITISH TELECOM

Design & development of BT's Touchpoint kiosk football channel.

CLIENTS

Railtrack, Polaroid, Samsung, BBC2, Channel 4, British Airways, HSBC, Tetley, Sony, Glaxo Smith Kline, Malta Tourism Authority.

EDUCATION

AMERSHAM & WYCOMBE COLLEGE OF ART & DESIGN

September 1988 - July 1991

BTEC National Diploma in Graphic Design

A-Level Art

REFERENCES

Available on request.