

### Online Portfolio

View Work | Folio on website

<http://www.davidwatson.net>

### Design | Press Recognition

View Press | Features on website

<http://www.davidwatson.net/category/press/>

*Includes*

BBC  
Bitique  
Creative Review  
Computer Arts  
Design Week  
Digital Arts  
Esquire  
FormFiftyFive  
Its Nice That  
Slanted  
Swiss Legacy  
UnderConsideration  
Wallpaper

### Awards

Investor Relations Magazine  
*Best Online Annual Report*

January 2005  
— present

NCA Award

### Industry associations

TypeToken.net  
*Main contributor and writer  
for the leading typography  
magazine / website*

Typographic Circle

ISTD

### Experience

Highly experienced Design director level / lead senior creative specialising in Branding and Corporate Identity, Digital communications, Annual reports and literature projects. I also have considerable experience in Investor relations communications, Marketing literature, Environmental graphics, Exhibition design and Advertising.

- Creative direction and project management of design and production resources. Leading and supervising colleagues in coordinating projects from briefing to final production and delivery. I work well within a team structure, being versatile, organised, focused and committed to producing outstanding design solutions.
- Main client contact throughout every stage of a project, presenting, advising and liaising successfully with clients through all stages of a design project to completion and delivery.
- Managing / Direction / budget control of suppliers and contractors through to the final production and delivery of projects.
- Managing / supervising and art directing of studio and on location (international) photo shoots
- Managing / supervising and direction of final print production and on press management of large print projects — i.e Annual reports etc excellent print production / knowledge / experience
- Design software knowledge of all main applications

### Trebleseven Design

Design Director

Established and developed my own design practice and client base. With Trebleseven being my own concern, besides leading the design and creative direction of the work, I am very much involved in every aspect of running a small design business — administration, accounts, new business, suppliers and contractors, proposals / presentations and project management responsibilities.

Select clients —

|                      |                  |                           |
|----------------------|------------------|---------------------------|
| Civica               | ITW Nexus        | SoccerAid                 |
| Experian             | Richmond College | Talgentra                 |
| Football Foundation  | Sanderson Group  | Yorkshire Fashion Archive |
| Football Association | Serco plc        | Unicef                    |

In between developing my business and clients, I have regularly worked with several recognised consultancies including —

|                   |              |             |
|-------------------|--------------|-------------|
| Black Sun         | Carnegie Orr | Futurebrand |
| Coley Porter Bell | Deep         | Loewy       |
| Conran Design     | Interbrand   | Roundel     |
| Corporate Edge    | Further      | The Team    |

### Education

First Class Honours Degree  
– BA (Hons) Graphic Design  
*De Montfort University*

November 2002  
– December 2004

Arts Foundation Degree  
*Newcastle College*

3 'A' Levels  
8 'O' Levels  
*Gosforth High School*  
*Newcastle*

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## David Watson

### One (London)

Creative Head

Responsible for creative direction /co-ordination of group's design projects, including leading /supervising design and production team

Select clients —

|                       |                                   |
|-----------------------|-----------------------------------|
| AOL                   | International Tennis Federation   |
| Arena Leisure plc     | London 2012 Olympic Bid Committee |
| Chelsea Football Club | Trinity Mirror Group              |
| Rugby Football Union  | Vitec Group                       |

### Cairnes Design

Design Director —  
*Senior Designer*

April 1997  
– October 2002

Creative direction and design project management of design and production resources. Leading and supervising colleagues in co-ordinating projects.

My main success at Cairnes was personally introducing several significant clients into the business, which resulted in over £1/2 million pounds in design fees. I was also consistently successful in helping the team win new business / design pitches against other major design consultancies.

Select clients —

|                           |                      |                       |
|---------------------------|----------------------|-----------------------|
| Arena Leisure plc         | Imperial Cancer      | Thomson Holidays      |
| Arts Council of England   | Research Fund        | Tottenham Hotspur plc |
| Bank of England           | Rugby Football Union | Manchester United plc |
| Cookson Group plc         | Serco Group plc      | Meggitt plc           |
| First Choice Holidays plc | TI Group plc         | Woolmark              |

### Wolff Olins

Senior Designer (*freelance*)

October 1996  
– March 1997

Working on the Corporate identity program for Credit Suisse

### Lloyd Northover Citigate

Senior Designer

January 1995  
– October 1996

|                                       |                               |
|---------------------------------------|-------------------------------|
| Select clients —                      | Smiths Industries             |
| Alliance & Leicester Building Society | Sutton and East Surrey Water  |
| Bradford & Bingley Building Society   | United Kingdom Sports Council |
| Kodak Processing                      |                               |
| Lloyd's of London                     |                               |

### Precedent

Designer

September 1990  
– December 1994

|                  |                        |
|------------------|------------------------|
| Select clients — | Kingfisher             |
| Ansbacher        | London Business School |
| Cargill          | Reed Elseveier         |
| Heinemann        |                        |

July 1989  
– August 1990

### Design House

Junior Designer