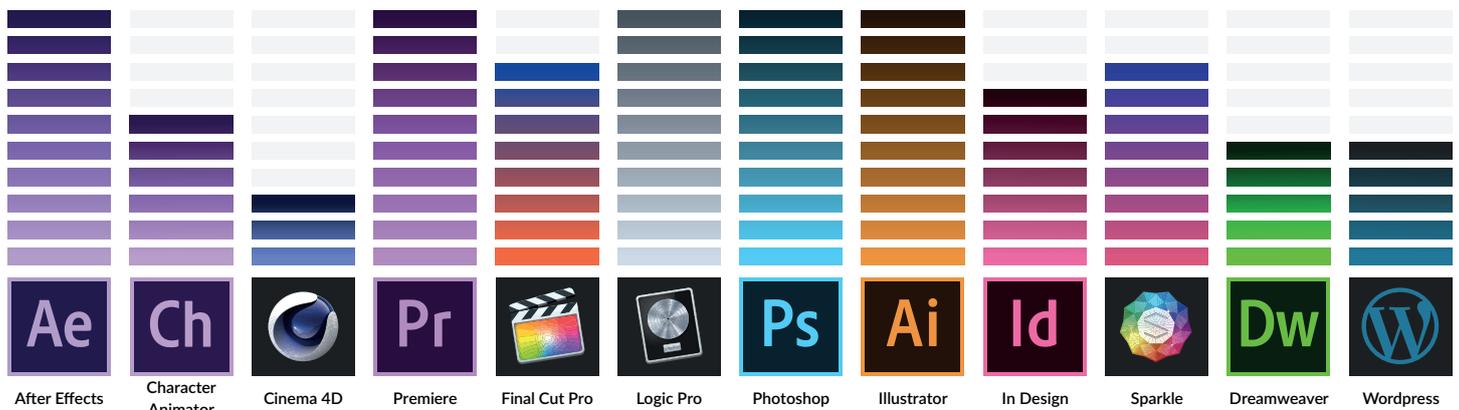


# LOZ JONES

C R E A T I V E   S O U N D   &   V I S I O N

## Key Skills / Attributes

- 26 years of design experience with over 15 years in motion graphics, video and audio.
- Self-motivated and disciplined with excellent communication skills, understanding the importance of clear interpretation of client needs.
- Achieves originality through the ability to work in various styles using different techniques while remaining fully aware of current styles and trends.
- Able to lead, inspire, plan and co-ordinate projects with multi-skilled teams, ensuring quality is delivered on budget and to deadlines.



## Experience

### 2016 - 2017 Klood / Football Whispers Senior Video Lead

After taking nine months out to get married and travel around South America and Australia, I returned to work at local Milton Keynes digital agency Klood. My role was to build a team to create promos and animated explainer videos for clients including Costa Coffee, Nestlé, several companies within the banking sector and videos for Klood Academy, that improved client's digital and social media skills.

Alongside the work for Klood, the video team was also responsible for creating videos for Football Whispers, a multi-platform, football news and transfer prediction site that was, at the time, one of the businesses within the Klood group. This involved daily social media transfer videos, twice weekly player profiles, one off longer special features, interviews and a regular 25/30 minute near live show during the transfer windows which ramped up in regularity towards deadline day.

### 2012 - 2015 Ogilvy Healthworld Ltd. Lead Motion Graphics Designer

After moving full-time to Ogilvy I lead a highly skilled and specialised team assigned to create a wide variety of videos for many of the best known pharmaceutical and healthcare companies including AstraZeneca, Boehringer Ingelheim and GSK. From informative 'mechanism of action' and infographic videos to emotive promo films and animations, our small in-house team produced hundreds of high-quality and innovative videos each year, winning many industry awards.

### 2011 - 2012 Freelance Graphic Designer

After leaving Think in November I returned to working freelance, rekindling some past client relationships and gaining a number of new clients in just a few months. For Lux-Wrap Ltd, I created a new brand identity along with some product designs, packaging, stationary, brochures and website. I also edited video and produced motion graphics for the advertising and marketing agency Ogilvy UK.

### 2009 - 2011 Think Training Consulting Ltd. Creative Manager

Think is a sales and management training consultancy. By 2009, the volume of freelance work for Think had grown to such an extent that I was invited to take up a full-time position as Creative Manager. In this role, I made sure that all visual media maintained the extremely high standard that Think's clients had come to expect. From delegate workbooks and handouts through to post-course video refreshers, the bespoke approach to the training required all materials to be specifically tailored to each client, adhering to their brand guidelines while also maintaining the Think brand presence. Think's vast client base included Microsoft, Cable & Wireless, Manpower, Sage, Gap, RBLI, Whitbread and Siemens.

## **2008 – 2009 Freelance Artist and Graphic Designer**

After leaving Disney I worked freelance on a large number of projects across a variety of media types and therefore called upon a full range of skills from brand design to print layout, web design to photo retouching and motion graphics to video editing. I created both web and print promotional materials for independent record label Jam Central and a number of artists within its roster. This also included promo work for Jam Central's local 'spin-off' event, the Aylesbury Showcase festival, attended by over 8,000 people each year. Other clients included Think! Training Consulting Ltd., BIGS Luxury Car Rental, Aylesbury Inkjet Supplies, Oakwood Building Maintenance Ltd., Whipsnade Electricals and Luton Male Voice Choir.

## **2006 – 2008 Walt Disney iTV Games. iTV Artist / Graphic Designer**

This was a continuation from my previous role with Minds Eye. Disney required a large volume of games for their own portal on Sky Gamestar incorporating many of their well known and much loved brands. In order to build original, visually rich games to Disney's very high standards on a low bandwidth platform, the art team regularly adapted our working methods, manipulating palettes to create effects, drawing many assets from scratch and adapting walk cycles to keep the frame count low on character animations. From Mickey Mouse and Alice In Wonderland to Cars and Pirates Of The Caribbean, the art team consisting of just 3 people created over 30 games in 2 years.

## **2004 – 2006 Minds Eye Productions. iTV Artist / Graphic Designer**

Minds Eye produced iTV games for the Sky Gamestar portal. I quickly adapted my skills to the Sky platform, creating all visual assets for each new game including character animation for the first time. With many well known brands on the same platform, I found my previous client facing experience to be essential when understanding their needs, thus avoiding brand sensitive issues. Major projects included Cartoon Network's Johnny Bravo and Ed's Crazy Golf, Scuzz Pinball, Puzzler games and the Minds Eye DVD showreel.

## **2003 – 2004 The Lync Group. Senior DVD Designer / Author**

The Lync Group was the largest independent CD/DVD manufacturer in the UK. My role was to build an in-house design and authoring department in order to expand the company's services beyond disc manufacturing. Initially working alone, my responsibilities encompassed the entire creative output, from overseeing all print design including the Lync Group's own corporate and marketing materials through to the editing, designing and authoring of DVD's. Clients varied from small independent film makers through to companies such as Pirelli and News International.

## **1998 – 2002 Video Networks Ltd. / Home Choice. Multimedia Senior Designer**

Video Networks, now Tiscali, produced the 'Home Choice' platform, an on demand television service. As part of the in-house creative department, I expanded my skills to motion graphics enabling me to design transition stings, menus and promos for the wide variety of content material. The content was grouped into pay-per-view entertainment, films, sport, interactive retail and a collection of broadcast channels. Therefore, brand design incorporated a large part of the design process. As Senior Designer, I was responsible for organising and advising the design team through the design process in order to meet the clients' requirements and deadlines. In addition I was required to liaise regularly with in-house and external clients to gauge an understanding of the initial brief and present concepts and solutions that had been developed. Clients included the BBC, Walt Disney, Cartoon Network, Playboy TV, Bupa, LA Fitness and high street retailers within The Kingfisher group. In 2001 I was part of the creative team that was nominated for an interactive television BAFTA after producing an on-demand portal for the pop group Gorillaz.

## **1995 – 1998 Freelance Design and Photo Imaging**

After leaving college in the summer of 1994, I worked freelance for four years on a wide range of briefs. Although dealing mainly with small business ID's and brochures for the first year, the following projects became more varied, from CD packaging and promotional material to complex photo retouching and compositions. Clients during this time included Boss Trucks Warehouse Systems, Weatherbys horse racing promotion and a number of, at the time, up and coming indie/rock bands. For the majority of 1997 I worked in-house for Dorling Kindersley's Multimedia division.

## **Education**

Dunstable College	1993 to 1995	H.N.D. in Graphic Design.
Barnfield College	1992 to 1993	National Diploma in Art and Design.
Manshead Upper School	1987 to 1992	A-Level in Art and Design - Eight G.C.S.E. passes.

## **Leisure**

The majority of my leisure time is filled with writing and recording music. This has been a passion of mine for over 20 years. From performing live and managing bands and events to enjoying gigs and festivals of all sizes and listening to music at home. I'm always discovering new artists, sights, sounds and influences whether that be through reading, social-media, TV, film, galleries and cultural events. My other passion is sport. I love to run, play football and badminton regularly but also try to hike, ski, kayak and snorkel when I can on vacation. I also love watching most sports. I'm a season ticket holder at my local football club and get very excited when athletics and hockey events are on TV as I used to compete to a high standard at both.