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# Alexander de la Haye Davies

## Personal Profile

A highly motivated and responsible individual, with the ability to work well within a dynamic setting of a large organisation. My strong leadership and decisive management skills are tested and proven in my current role as Creative Director managing a team of designers, programmers and developers for a successful and fast growing financial institution.

I have a sophisticated and innovative style and a creative approach to problem solving, working effectively to deliver outstanding work under tight deadlines. Good interpersonal and communication skills and an awareness of clients' needs and empathy with my target audience allow me to articulate non-creative briefs or business plans into effective visual solutions. Passion and pride in my work and that of my team, give me the ability to set excellent look, tone, feel and function across everything I do.

Having worked in various roles across a broad spectrum of the media engaging in a range of disciplines including Publishing, Interactive & Online, I have gained vital key competencies in design fundamentals including processes and operation of hard wares and soft wares, such as printing, typography, photography, artworking and finishing. In my most recent role during the startup of Harmonious Group, my creative and business knowledge was tuned to the design of processes, systems and objectives. This streamlined and systematic approach to business practices improved performance through accountability, empowerment and training with continuous development always at the forefront of my vision.

## Key Skills

- *Highly creative design, a naturally dynamic problem solving ability*
- *Fresh and intelligent image composition and visual interpretation skills*
- *Ability to translate objectives from corporate and non-creative tiers into diverse visual solutions*
- *Strong and authoritative leader, motivated and dedicated to my staff and our work*
- *Strategic and operational planning*
- *Editorial design, ability to use narrative, image and composition to tell a story*
- *Selective eye for visual material and the ability to edit and choose artwork, styles, fonts and images best suited to the brief, composition or project.*
- *A cultural and artistic awareness*
- *Advanced knowledge skills in interactive and web design for marketing and communication*
- *Good understanding of news/content rich Information platforms*
- *Methodology of integrating and creating large networks of sites, cross pollinating each other with content and visitors*
- *High level business process, organisation and technical mapping*
- *Social outgoing and networking, new business and client liaison*
- *IT systems and network and platform design and implementation*
- *Project management of creative, editorial and IT teams*
- *Ability to work in overseas and foreign destinations*
- *Strong leader, motivated and dedicated to my staff and my work*
- *High sense of pride in my work and that of my team*

## Previous and current employment

### Harmonious Group/Port Trading Inc, Jakarta, Indonesia

#### Design and Communications Director

2006 - 2008

Harmonious Group is a holding company for a number of different online ventures specialising in tools for the financial services industry. Namely online investment platforms and alternative investment funds that are offered to brokers and Institutional clients as products to market. Working as Creative Director for the group for one year and gauging the direction the company was moving with regards to the internet and the close link between design, IT and data systems I moved into the role of group technology director encompassing not only the creative but also the responsibility for all the groups IT systems and procedures as well as staff training, policy writing and security. I played a key position in the groups corporate re-structure and designed systems and protocols to compliment the new goals that was initiated with the arrival of our new CEO. The move into a more systems and IT design role has been an educational experience for me and meant my knowledge of internet practices, security and design has moved away from just the visual side and into functionality, technical and management. I have also practiced many new internet techniques to market our products such as viral advertising, online magazines and blogs, intelligent product related social networking schemes with heavy aggregation, affiliation and key wording strategy.

- Responsible for all the groups creative output
- Search engine optimisation
- Content management
- Full branding for start up
- Multilingual web sites
- Design and implement design and IT hardware and network
- Managing and maintenance of high security financial platform
- Project managing IT & creative using my self designed software
- Online and print advertising for various products and services

### Situasi Face, Jakarta, Indonesia

#### Partner & Interactive Director

2007 - 2008

Situasi Face is an agency providing interactive design and development to the south east Asia market, we specialise in fully managed web sites and web platforms as well as photographic direction, copywriting, Product Design and Graphic Design. The company is small, currently just a team of 5 but we rely on a steady and consistent out sourcing policy where we use Indonesia's best freelance professionals. Although in its infancy I have already handled the web/interactive for Danone Activia brand in the form of a Micro site and Social networking site, Masochists without Borders, an Australian charity and a number of smaller local clients. I have art directed fashion pages for A+ magazine here in Jakarta and Tattler Indonesia. Setting up a new business has been a very beneficial experience for me in a foreign country as I have had to handle all aspects from banking, recruitment, law and new business relationships in a somewhat alien climate compared to the business I am familiar with in Europe.

- Managing small business
- Responsible for all the groups creative output
- New business and client relationship

### Fat Frog Design, Newcastle, United Kingdom

#### Art Director

2005 - 2006

Fat Frog Design is an award winning design and advertising agency in the north east, it was one of the first agencies to set up in Newcastle and deals with a number of large clients from **GE Papers** to **Sage Software House**. I was employed to work specifically as Art Director on a project for the **FIFA World Cup** called **40 Years of Hurt**. The Project involved a cross section of web, garment and print design and was marketed using a variety of viral internet campaigns and national television and press campaigns to market an online clothing store and world cup merchandise. The garments produced were of a high fashion appeal and not what you would expect from the usual football fraternity, our target audience was more your fashionable football hooligan!

- Project creative direction
- Online TV station
- E commerce systems
- Viral video campaigns
- Garment design and marketing
- Social networking

### Endemol UK PLC London, United Kingdom

#### Interactive Designer & Art Director

2004 - 2005

Endemol is the worlds biggest producer of television and has franchises in most major cities around the world, it is Responsible for shows such as, **The Salon**, **Big Brother**, **Fame Academy** and **Ground force**. Endemol recently set up an in house Art Department in there London Office of which I aided in the initiation with Deborah Green and then worked as senior designer. I worked specifically with the development department on pitching new shows and also servicing inhouse productions with their graphics needs. I also set up corporate guidelines, systems and protocols for the new department with a speculative plan for its expansion that I am now told has been implemented across the whole group and Endemol are now using the Art Department for nearly all production graphics and network pitches as opposed to outsourcing 90% of the work previously.

- Production design
- Pitch and Pilot, Development Department
- Title graphics
- Video editing and animation
- Logo and show theme design

## **Modern Ape Fashion Ltd London, United Kingdom**

### **Senior Designer**

**2002 - 2005**

Modern Ape is a fashion brand with 80+ stores around the world. I worked for two years as the companies Head designer under Chris Jackson creating the entire collections for Autumn/Winter 2003 and SS 2004 and in charge of a small yet highly efficient team of designers. I also coordinated the advertising, marketing and Point of Sale for the brand, this included store concepts and advertising campaigns, photography and placement. Modern Ape went on to show in Berlin, Las Vegas, Milan, London and Shanghai fashion weeks and later diversified into Army Of No brand and J'accuse Homme which were made specifically for core outlets such as Harrods, Selfridges and Cecil Gee.

- Fashion design and fashion marketing
- Trend analysis
- Art directing fashion photo shoots
- Packaging and point of sale

## **Tank Magazine & Tank Productions United Kingdom**

### **Art Director**

**1999 - (Present Day in Advisory Role)**

At tank magazine I worked as a designer/Art director for the Magazine and also on Tank Productions products for Cristian La Croix and Giorgio Armani. For the magazine Tank and the golf magazine PUTT I worked with editors selecting articles and content for the magazine and planning for the next issue, my duties were to brief designer and copywriters in the design and content of the magazine as well as having spending a lot of time on shoots, editing shoots and working with commissioned photographers. I also spent a lot of time managing the design of the content and features pages for the magazine. At tank I also worked conceptually on projects for Christian La Croix and Armani where we designed look books and packaging. At Christian Dior where we worked on a sponsored golf magazine for their new golf range and Ciroc Vodka who I designed a logo and book in the form of a passport that contained writings from 24 top contemporary writers.

- Art Direction
- Editorial Design
- Photography commissioning, art working and retouching
- Product Design

## **Step On Magazine London, United Kingdom**

### **Partner/Creative Director**

**1999 - (Present Day in Advisory Role)**

Step On is a web based snowboarding magazine that Andrew Winter and myself set up in 1999 and now attains 160,000 hits a month, and attracts much attention within the industry. I am responsible for the overall creative directional the magazine as well as the general position within the industry and the e commerce side of the site, Step On has recently undergone a re branding and we have incorporated more interaction with our users by implementing social networking and commenting. We have also pushed for more advertising revenue in the magazine with increased space for potential advertising and are also thinking about now publishing in Japanese as well as English and French to attract more advertising streams.

- Web 2.0 design
- Brand and identity of magazine
- Creative and editorial direction of the magazine
- Athlete & event sponsorship promoting magazine
- Photography
- Online advertising and marketing
- Advertising campaign and strategies

## **Onboard Publishing, Onboard Magazine, Free Skier Magazine, Surf Europe, King Pin, France**

### **Art Director**

**1999 - (Present Day in Advisory Role)**

I worked for Action Sports media mainly on the Onboard Magazine and Surf Europe titles although my position did find me migrating on certain titles from time to time. I was based here for one year and worked as the Group Art Directors assistant this included designing page layouts, illustrating and selecting photography and positioning typography for the magazine. I also worked on the redesign of Onboard Identity and design of their website in 2002

- Photo Editing
- Magazine layout and pagination
- Setting type and copy
- Page Design and Advertising Design

## **Education**

### **Bachelor of Arts**

#### **B.A. with Honours, Graphic Design**

University of Arts London, Central St Martins, Camberwell College, London.

### **Diploma in Fine Art and Communication Design**

University College Northampton, United Kingdom

References available on request