Andrew Clare

Senior designer, art director, integrated/visual designer

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I work across a range of media and industries, bringing a broad array of skills and experiences covering **print**, **digital** and **editorial**. Adept at quickly arriving at a **balanced solution** that supports a client's needs within the limitations of the prescribed medium, saving both agency and client the expense of endless iterations. Just as happy taking on print-based roles as I am producing interactive media and working alongside developers on web or app front-end.

Skills

- **Visual Design and UI:** working with UX and dev teams to supply wireframes, prototypes and art direction for web, apps and responsive e-learning. Excellent typography & brand interpretation, keen interest in user-centered design
- **Print:** book, magazine and newspaper design/art direction; commissioning illustrations; working closely with photographers and editors; liaising with printers negotiating quotes, paper stocks, and finishing; checking proofs
- **Illustration:** magazine articles, infographics, experience maps, book covers, record sleeves, technical diagrams and maps
- **Editorial:** book editor, copywriter, packager and technical author; comfortable working to house style
- **Digital publishing:** interactive PDF, HTML5 and Adobe Publish Online documents across a range of industries
- **Project Management:** setting schedules and deadlines; managing staff and resources, onboarding and training staff; budget management, QA testing and review
- **Multimedia:** sound recording, production and mastering; 2/2.5D animation/character rigging; video editing
- **Software:** Adobe CC (InDesign, Photoshop, Illustrator, XD, Acrobat DC, Premiere Pro, After Effects), Sketch, InVision

Selected works

Leo Learning/Epic Learning Group (2012-present)

Jumping between a **diverse range of clients** in financial, automotive, petrochemical, cosmetics, pharmaceutical, hospitality and other industries. Contracts include Suncorp, PwC, Goldman Sachs, LIMRA, groupM, L'Oreal, NHS, Jaguar Land Rover, Johnson & Johnson, Marriott, Shell, Squarespace, Kellogs, BA, E.on, H&M, British Airways, John Lewis, The Environment Agency, Brilinta, and the Glasgow 2014 Commonwealth Games.

- Art direction for courses on **Gomo**, **Storyline**, **Captivate** and **Moodle** platforms, as well as **web** and **app design**
- Building and implementing assets for **e-learning** systems
- Sourcing and managing appropriate stock imagery
- Creating **document templates** and overseeing their use
- Working in an often **client-facing** role within a **large team**
- Handing over to digital designers and developers and reviewing their work
- **Illustration**, **storyboarding** and **animation**

Civil Service Learning (2015-16)

I was contracted by Leo Learning to oversee the **redesign** of Civil Service Learning – creating art directions for the CSL **web portal** and e-learning to bring it in line with **gov.uk design standards**.

- Working closely with the Government Digital Service UX team to implement **GDS design patterns**
- Operating within an **Agile workflow** environment, as part of a large internal team which included developers, learning designers, project managers, digital designers, animators and videographers, UX and upper management
- Art directing the **user interface** and overseeing its implementation throughout development
- Art direction and production management of **150+ e-learning modules**
- **Overseeing production** of hundreds of supporting documents, animations and marketing materials
- **Managing a team** of 15 digital designers, including recruitment, training and onboarding
- Exhaustive **QA reviews** for all of the above

Brilliant Noise (2017-present)

Art directing materials for Universal Pictures' *Pathfinder* international release strategy:

- Wall charts, **experience maps**, **infographics** and document templates

City & Guilds Kineo, Prosell, Elucidat, Makes Sense (2013-present)

Ongoing production of web assets, **interactive PDF, digital publishing**, ad design competition entries, marketing materials, document templates and **printed brochure**s. Contracts include **Lloyds**, Sony, **Barclays**, STC and BP.

Arts Council England, Marketing & Design Agency roster (2008-present)

Design and production for a number of **print** and **online** projects, including the *Sustain* identity and application pack.

- When the organization's production budgets were slashed, assisted them in continuing to produce materials to a high standard by supplying an array of **templates** for use with different types of document.

Marshall Learning (2019)

Creating course assets and designing/building a course for Surrey University using Articulate Rise.

Linkdex (2014-17)

I was asked to produce a 140-page **user manual** for this web-based **SEO** discovery platform.

- **Researched** up-to-date principles of SEO and learnt the intricacies of the platform from scratch
- Authored this knowledge into a clear, **easy-to-read manual**
- Supplied the finished, designed item with bookmarks, interactive index and cross-references
- Provided art directions for a reworking of the website's help pages
- Re-worked 2nd edition one year later to keep the manual current with platform updates

Epic Learning Group (2012-2014)

Various projects for this e-learning company, including **art-directing**, **storyboarding**, and **animating** a series of **Health & Safety** animations for the **Glasgow 2014 Commonwealth Games**.

Rough Guides Ltd. (2006–12)

Authored/edited and designed a number of books for Rough Guides' now defunct reference department:

- **Author, designer:** *The Rough Guide to Android Phones (2011)*, *The Rough Guide to Android Phones and Tablets (2012)*, *The Rough Guide to the Best Android Apps (2012)*, *The Rough Guide Website Directory (2007)*
- **Editor and designer:** *FWD This Link*, *The Next Big Thing* and *The Rough Guide to Windows 7*

Plan B magazine (2003–09)

Design/Art Direction/Production/Illustration for this acclaimed international monthly music and culture publication.

- **Commissioning illustrations** (15-20 per issue from an ever-expanding team) and seeking out **new artists**
- **Art direction** of the magazine as a whole, **artworking** and **cover design**
- Selecting and **editing photos**
- Sourcing printers, **negotiating print deals** and making decisions on paper stock, finishing, etc.
- Supplying for print, checking and **signing off** proofs
- **Training** editorial team and intern staff in the use of Quark, Photoshop and InDesign

Creation Books (1997–2000), Amok Books (2000-01), Omnibus Press (2003), Strange Attractor (2012)

Book and jacket design for various publishers, including *The White Stripes And The Sound Of Mutant Blues*, *Suture* arts journal, *Panzram: A Journal Of Murder*, and *London's Lost Rivers*.

Internews (2011-12)

Executive reports and **training manuals** for international news organization.

Universal Music/V2 Records (2006-2008)

Design and production of **record** and **CD packaging**, **magazine ads**, **posters**, custom **fonts** and **point-of sale** materials.

Infinite Chug Records (1993–Present)

Illustrating and designing all record and CD **packaging**, **ads**, producing **music videos**, **animations** and other materials.