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Curriculum Vitae

Name: Anthony John Roberts - ZED Creative

Date of Birth: 9th January 1968

Overview

I am an independent Creative Director/Motion Graphics Designer/Graphic Designer/Photographer with over 23 years experience in the graphics industry. I have a passion for wildlife in all its forms, wild places and their preservation and all aspects of conservation. As a photographer, I concentrate on birdlife and invertebrates, with a particular interest in moths, but also landscape. I have travelled independently through Southern Africa as well as several shorter trips, and Africa has really left its mark on me, Malawi and Zambia in particular.

With my background as a multi-discipline designer, I like to work on projects from concept through to completion, be that in design for print or digital work. I believe that having a passion for a subject gives you the edge. Where possible, I will integrate my own work into a project.

Throughout my career I have worked for a diverse range of companies (see full CV below) and clients, but I have always wanted to be more involved in wildlife and conservation work, at times though, I seemed to be heading in the opposite direction. Recently, I have made a concerted effort to get more involved. I have just completed an animated graphic piece to highlight the rhino horn trade. I worked alongside the African Conservation Foundation in order to make sure the facts were correct and also that the approach was suitable. Then I went about building a story around it that was visually interesting but also concise, too long and audiences quickly turn off when viewing on-line.

Working in isolation isn't always good for a designer, creativity does feed off creativity. As such, I am also part of a consortium of individuals and smaller agencies across North Wales and the North West of England with a vast range of skills to cover all areas of design, delivering very high end digital media productions chiefly for the museum and tourism sectors.

Relevant Skills

Proficient Mac designer/operator working predominantly in:

Adobe After Effects
Photoshop
Illustrator
InDesign
Desktop and laptop equipment
Access to a render farm when required

Photographer:

Canon 7D for both photography and video capture
Telephoto to macro lenses
Time-lapse equipment
20+ years practical experience in Photoshop and photo editing/retouching

Work Samples (Motion Graphics):

Working as an independent, I am limited in what I can publish over the internet as my own work. Here are a few samples:

Giant Pacific Octopus - Blue Planet Aquarium.

Shooter Promotional Piece - A personal project promoting one of my own font designs (my first AE project).

World Rhino Day 2012 - Working alongside ACF I produced a piece highlighting the trade in rhino horn.

Experience

Sept 2011 to present - Independent Graphic Designer/Creative Director - ZED Creative

I decided to reestablish myself as a freelancer based in Wales. I had to start again from scratch, but also, I realised that the "design for print" industry was no longer boyant, so I decided, with some advice, to move into motion graphics. Working alongside a colleague who has many years experience, I was able to pick up a huge amount of insight, allowing me to work alongside him on a number of very high profile projects, including the Titanic Museum Belfast, The Giant's Causeway Visitor Centre and two large, multi-projector projects for the Olympic Park (2012).

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Nov 2006 to Sept 2010 - Heritage Homes (Wales) Ltd - Marketing Manager.

Aug 2005 to Nov 2006 - Independent Graphic Designer/Creative Director - ZED Creative

I worked for a number of agencies in the North West of England chiefly (Liverpool, Manchester and Chester) as well as having a number of my own clients. I also worked as Acting Creative Director for an Oldham based Marketing Agency, my remit was to set up their own in-house studio and help with the recruitment of creative staff.

Feb 2005 to Aug 2005 - Southern Africa Driving Adventure.

I had originally secured a job working at a lodge on the Nyika Plateau in Malawi. Within a few days I realised I was not comfortable with the management style expected of me, so I decided to resign from the position and set about trying to establish myself in Lilongwe as a Graphic designer. Unfortunately, there was little need for design except amongst the aid agencies and they were often working to such tight budgets that it didn't pay for my living expenses. I ended up having to leave the country in a situation fit for a novel itself, and spent the next two months travelling around Southern Africa until returning home to the UK. The trip covered Europe, sailing from Portugal to Walvis Bay in Namibia, and from there across to Malawi, then down to SA.

Jan 2001 to Feb 2005 - Fathom Creative Ltd - Founding Director.

Fathom Creative was formed by Huw Thomas and myself. Having previously worked together at Madhouse and Psygnosis, we decided to set up our own company. Huw being from a copywriting background and myself from design, our skills sets complemented each other very well. The company operated successfully and we soon found the need to expand, taking on a third director and our first employee within the first two years. We started to break into the outdoor market with new clients including DMM Wales, the Outward Bound Trust and Helly Hansen. Eventually though, I made a very difficult decision to leave the company after the opportunity of a lifetime arose in Africa.

Sept 2000 to Dec 2000. - Freelance - Independent

Working for a number of clients, chiefly doing agency work for clients based in Manchester and Chester.

Jan 1999 to Sept 2000 - Madhouse Ltd - Creative Director

Madhouse was formed by two of the department managers from Psygnosis Ltd, and I was asked to join them as creative director. Initially, we had intended to service the games industry, but also started to look for opportunities in other fields. The company quickly won new clients including Motorola UK and Adidas.

Feb 1994 to Dec 1998 - Psygnosis Ltd (Sony Computer Entertainment Europe) - Assistant Head Of Creative.

Psygnosis is a computer game developer, who, as part of the Sony Group, were geared to develop games for the imminent launch of the PlayStation (1) console.

During my four years at Psygnosis I worked with some top UK designers (Designers Republic and Attik), but also, in-house we had an immense amount of talent, including 3D animators/illustrators, editors and copywriters. Due to early successes such as Formula 1, WipEout and Krazy Ivan, the company was keen to promote creative thinking throughout, not only on the game development side but also through marketing and design. The creative department serviced a large marketing department based both in the UK and across Europe and the US, supplying materials from packaging, advertising, point of sale through to the occasional in-game graphics and font design.

Nov 1992 to July 1993 - English Teacher - Hlinsko, Czech Republic

This was a temporary position which offered me the chance to see a little more of the world.

Nov 1988 to Nov 1992 - KLP Manchester (Euro RSCG Group) - Designer.

When I joined the company work was still being carried out as traditional design and artwork. After three years we finally persuaded the managing director to invest in an Apple Mac and I wasted no time in getting to grips with the technology.

Further Education

I studied at Wrexham for an OND in Graphic Design and then on to a HND in Visual Communication.

Education

I completed my secondary education in Harlech, North Wales where I gained the following O Level grades: English Language (B), Maths (B), Biology (B), Art (B), Geography (C) and Computer Studies (C)

Interests

Outdoors, particularly wildlife, mountain walking, travelling, photography and more recently videography and time-lapse photography. When I have time, I also like to try my hand at practical skills including painting, gardening and DIY (building things in the garden).