

JOHN LEIGH

Design | Motion | Video

A multi-disciplined Creative designer experienced in media production for advertising, marketing, websites and social media. From creative design, development and post production to delivery with a broad creative skill-set, creative elasticity, adept at creative problem solving with a positive attitude. Sound knowledge of media production, well versed in design and animation software, 3D, video and photography, an excellent communicator able to meet deadlines and work collaboratively and independently.

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CAREER HISTORY

Freelance & Consultation work

RECENT FREELANCE PROJECTS

04/2019 – Present

- Since leaving Sizmek in March 2019 I have been working freelance and on contract providing creative consultancy and design services for a variety of clients including Freeview, FotyGroup, WideFitShoes, Pitchd
- motion graphics, compositing graphics into footage, plus use of maps
- Image rescue and repurposing, image cutouts and transparencies
- Charity page design and layout plus email form redesign
- Video editing work - A project for a Commercial Properties business needed photo and video shoots plus post production addition of 3d elements
- Project to repurpose an existing set of online animations into video formats for use in social media
- Headshot & portrait photoshoots plus Retouching work
- Website design, wireframes, form design, animations

Senior Creative Producer & Designer

SIZMEK London UK

02/2007 – 03/2019

- Successful 12 years in creative media design, production including team lead roles across multiple company changes from eyeblaster, to Mediamind, DG, Unicast, SIZMEK, retained throughout due to my versatility and broad skillset adapting to the business needs
- Provided creative solutions with ideas generation, designs, asset creation, motion and animation, banner ad design and build, mocks, layouts, proofs of concepts including video, photography, and post production work, UX/UI
- Solid design & motion using Adobe Creative Suite plus Blender3D, Figma and Inkscape
- Took ownership of assignments and projects issuing pitches, quotes and bids for cost and time, reviewed incoming projects, briefs, assets and requests to determine scope and suggest ideas and approaches
- Experienced in team lead and managing internal and external developers and designers for multiple projects and advertising campaigns - Promoted to Senior Creative Producer in 2013
- Direct liaison and relationship building with clients, including Chanel, Jaguar Landrover, Sony, Mars, Universal, Amazon, Mailonline
- Achievement: successfully completed and delivered a challenging 2 month project for Chanel involving design, builds and testing, coordinating and steering both internal teams, MSN support and the client, with various travel and meetings at MSN and Chanel offices

Creative Designer

ASK JEEVES London UK

04/2000 – 11/2006

- Delivered a range of successful on-line and print advertising and design solutions for clients, agencies and the marketing team Designed and concepting rich media ads, web pages, landing pages, video, mocks, layouts.
- Achievements: Key component of the team who designed a new advertising format (DRAT) which was extremely successful

KEY SKILLS

Designs, layouts, graphics

Motion Graphics

Photography & video

Retouching

Post production, 3D & VFX

Banners & Animation

Music & Audio Production

Video editing

Web Design & coding

Illustration & Vector Art

Layout, designs, UX/UI

Adobe Creative Suite Photoshop

After Effects & Blender

DSLR, strobe & LED lighting

Photoshop & Lightroom

After Effects & Blender

Adobe Animate

Tracktion Audition

Premiere Blender After Effects

Brackets, Webflow

Figma Illustrator & Inkscape

Figma

ADDITIONAL SKILLS OF INTEREST

Attend Media conferences for Photography, Video & 3D

Photographer & Videographer creating headshots, portraits, fashion and beauty and short films using DSLRs, strobe and LED lighting

Worked in Independent Local Radio in creative production writing scripts, booking voices and composing jingles

Quadcopter flying and filming

Enthusiast 3D modeller and animator

Enjoy regular Gym, jogging & Keep Fit

Travelling and exploring the world

Music & Audio production