



# Jonathan Parr | Curriculum Vitae

## PERSONAL PROFILE>

I am an enthusiastic, self motivated fully integrated creative with extensive experience in various industries such as retail, financial services, automotive, tech and B2B. Since starting my career I have worked with many agencies, both in a freelance and full time capacity, working across a wide range of on and offline media including DM, press, outdoor, POS, email, web and app design, digital advertising, branding.

I know that with all my experience and skills I can add real value to every stage of the creative process, from concept development to client presentation, right through to delivering an exceptional finished project.

## EDUCATION>

HND Fine Art & Graphic Design Merit - 2000  
BTEC National Diploma in General Art & Design Merit - 1998  
Reigate school of Art and Design

A-LEVEL: Art, Business Studies and General studies  
Reigate sixth form college  
GCSE: 9 x pass

## PERSONAL INFO>

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## KEY SKILLS AND COMPUTER SOFTWARE, MAC + PC>

Expert Knowledge of - Full Adobe Creative Suite package including: Indesign, Photoshop, Illustrator, After Effects, Dreamweaver, Animate, Acrobat, XD, Sketch, Figma, Dot Mailer, Taxi, Direct Mail HTML emailer service, Mail Chimp, Text Mate, Microsoft Office, Microsoft Power Point  
Coding Knowledge of - XHTML, HTML5, CSS, JQuery, ActionScript3

## EXPERIENCE>

### Freelance - Various agencies Feb 2020 - Present

Freelance creative at various agencies including TMW Unlimited, Merkle, KHWS, BaberSmith and inhouse for Currys and DHL. Worked with many clients including American Express, Aston Martin, Barratt Homes, Uber Eats, Samsung and Vodafone. Won pitches for Freesat and Genius Bread.

### Head of Design - WDMP part of IRIS May 2015 - Feb 2020

I teamed up with the Creative Director developing ideas and concepts for all of our clients.

Worked on clients including Wyevale Garden Centres, Hyundai, Renault, Hiscox, Just Eat, The Gym Group, Tesco Bank, and Neilson.

Creative lead on the Wyevale Garden Centres. Developing and managing all creative on the account, attended initial creative presentations and representing WDMP at multi-agency client meetings.

Overseeing and mentoring junior creative, design and artwork team members helping them to develop their creative style and design skills.

Won a number of awards including DMA Gold for Wyevale and Monarch, MAA and Travel Marketing awards for Monarch and a Chipshop award.

### Freelance - Various agencies March 2012 - May 2015

Freelance creative at various agencies including WDMP, TCA, Soul,

Rapier, CNN. Worked with many clients including Argos, American Express, Natwest and RBS.

Worked with Head of Design to develop and roll out all POS for Argos in the new brand look and feel.

### Owner and Creative Director - DesignPhoto Ltd July 2007 - June 2015

From all the experience I gained at Grenehurst I was then able to set up a small business by myself, and Designphoto was born! Since starting the company I worked on many projects with a wide range of clients.

### Creative Director - Grenehurst Communications July 2003 - Feb 2007

Built and developed the design and creative side of the agency.

Maintained and won many high profile B2B clients.

Was involved in all stages of the creative process from initial client briefings to conceptual design right through to the finished product.

### Designer - Graphers Ltd May 2000 - July 2003

Was offered the role after a weeks work experience placement.

Developed my core skills in all aspects of the creative, design and production process.

Developed various campaigns from simple single colour logo design to highly complex brochures, large format print, exhibition and POS.

## INTERESTS>

Along with my huge passion for all things design I love photography, living near Brighton has enabled me to capture some great shots as there is always something colourful and crazy going on. I never leave my house without my trusty camera.

Since buying my house I've started to get more into interior design and DIY. I'm often found researching new artists or bespoke furniture makers for some great bespoke pieces for the house, and looking for inspiration for what I can do in the next room.

I love to cook and when I'm not doing things to the house I can be found in the kitchen rustling up something delicious. That said, I enjoy eating out just as much, whether it's at a nice restaurant or the local pub for a Sunday roast with my two kids.

