



Jonathan Parr | Curriculum Vitae

PERSONAL PROFILE>

I am an enthusiastic, motivated and fully integrated creative with extensive experience in retail, financial services, automotive and B2B.

Since 2000 I have worked in a wide range of on and offline media including DM, press, outdoor, POS, email, web and app design, digital advertising and branding.

I currently oversee all creative and design work for WDMP part of IRIS Worldwide.

EDUCATION>

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

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

PERSONAL INFO>

DOB: 04/10/79
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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, Dot Mailer, Direct Mail HTML emailer service, Mail Chimp, Text Mate, Microsoft Office, Microsoft Power Point

Coding Knowledge of - XHTML, HTML5, CSS, JQuery, ActionScript3

EXPERIENCE>

Head of Art and Design
WDMP part of IRIS
May 2015 - Current

Whilst my background and core skills are in design, my passion for all things creative have led me down a more creative and concepting path, and in my current role I team up with the Creative Director developing ideas and concepts for all of our clients.

Working 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, attending 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, RBS and Vodafone.

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 fancy Michelin starred restaurant or the local pub for a Sunday roast with friends.

