

# Peter John Wright

## Profile

I design, I code, I prototype. I'm a London based creative technologist and interactive designer who likes to make. I love to learn new things and experiment with technology. An intuitive problem-solver, I thrive whilst working as part of a varied team in a fast-paced creative environment.

## Employment

Haymarket Network 2010 - present

**Interactive Art Director** Full time design, art direction and development role within a large editorial agency, working with internal magazine clients as well as external clients.

- Constant creative and design input into a wide variety of projects, from large scale web developments to digital magazine publishing solutions.
- Winner of 'Best Creative Individual 2011' – "For bringing an entirely new and exciting dimension to Haymarket Network, brilliantly creative, highly innovative."

Nexus|H 2008 - 2010

**Lead Interactive Designer** Full time designer and interactive art direction for Nexus|H, an integrated advertising agency and the UK branch of Hakuhodo.

- Founded internal interactive team and developed the company's digital direction, launching numerous sites and campaigns.
- Managed and mentored a small team of digital designers/developers on advertising and design briefs.
- Creative and technical input in all projects for blue chip client list, including Suzuki, Hitachi and Callaway golf.
- Lots of client contact, including pitching for new business.

GT (now VML London) 2007 - 2008

**Hypermedia Designer** Creative Technologist working closely with various creative and technical teams to produce high quality, award winning work for a leading design and advertising agency (Revolution Agency of the Year 2008).

- Constant creative and technical input in some outstanding projects.
- Lead the development of several campaigns for Audi.
- Mentored junior team members
- Heavily involved at all stages of work for clients such as Audi, Microsoft, BBC and Norwich Union.

Szygy 2006 - 2007

**Designer/Flash Designer** Full time role within a large digital design and advertising agency. Constant creative input into work from concept to deployment for major blue-chip clients such as Mazda, Mercedes and Channel 4.

- Progressed from 'Junior designer' to 'designer' to 'flash designer' in less than a year.
- Involved heavily with various large scale pan-European projects from digital marketing (microsites, banner campaigns) to full site design as well as fast-paced pitch work.

## Education

University of Reading

2:1 BA honours Design for Communication Courses in Economics, Maths and Statistics

A-Levels (Art and Design A, Maths B, English B, General Studies B)

GCSEs 2 A\*, 5A, 3B

## Contact

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## Skills

Visual Design

With a background in creative advertising, I understand how to commercially interpret a brief, have strong attention to detail and like to be challenged.

UX

I read as much as I can about user-centered design, and enjoy finding creative solutions to complex user-experience problems.

Animation

Very experienced animating in Flash (timeline, code, procedural) and have a growing knowledge of After Effects.

Development

As well as design, I enjoy hand-coded front-end development. I have excellent OO Actionscript 3, HTML, CSS and Javascript (including jQuery) knowledge and understand design patterns. I enjoy learning new languages.

Software

Adobe CS 5.5 (Photoshop, Illustrator, After Effects, InDesign, Flash, Dreamweaver)

Brands I've worked with

Audi, Mazda, Citroën, Suzuki, Mercedes, Callaway, Honda, VW, UEFA, Hitachi, Club 18-30, Microsoft, Aviva, HTC, Colgate, Pringles, Cunard, CBBC, RAC, UEFA

## Recent projects:

Olympics magazine website  
<http://londonpreparesezone.com/>

Stuff 2011 Cool List microsite  
<http://cool-list.stuff.tv/>