

WARREN McLAUGHLIN

www.warren-mcl.com
email@warren-mcl.com

+44 (0)7939 055209

Integrated Designer. Art Director. Creative Strategist.

A confident, creative Integrated Designer who is self-motivated, self-sufficient and comes to you with a strong background in both print and digital media. Worked extensively in the FMCG, Retail, Digital, Publishing and Education industries producing high-end business to business and consumer facing designs. Detail oriented, with an comprehensive understanding of Photoshop, Illustrator, InDesign, Premiere Pro, After Effects and current UI/UX practices.

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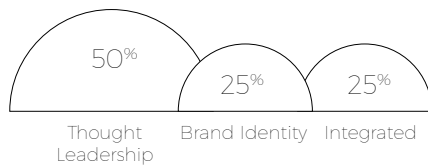
WORK EXPERIENCE

Apr 2016 – Present
Creative Design Manager

at **abm Catering Solutions**

Warwick, England, U.K.

Overall responsibility for creative design and brand initiatives throughout the company. Creating brand identity and marketing concepts to suit each business sector. Demanding the confidence of senior management and key company stakeholders.

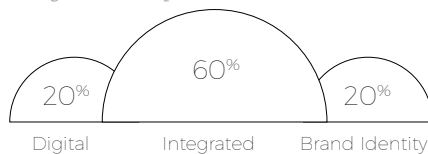


Sep 2011 – May 2012
Group Communications Designer

at **Fjord**

London, England, U.K.

Art Direction and execution of projects across media pitches and presentations for key agency stakeholders. Translating marketing messages into visual materials for exhibitions, conferences, seminars, workshops and case studies. Support to offices worldwide and thought leadership.

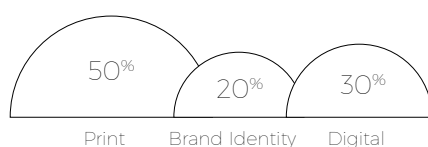


Jun 2005 – Oct 2008
Creative Designer

at **Elior**

Rugby, England, U.K.

Offering creative design solutions to company and client led individual projects, marketing events, sales tenders and operations led initiatives. Team leading, project planning, client meeting and project budget supervision.

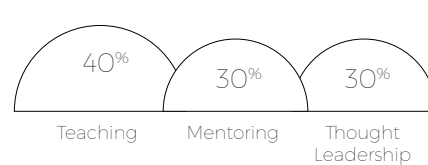


May 2013 – Mar 2016
Visual Design Senior Tutor

at **Bahrain Polytechnic**

Isa Town, Kingdom of Bahrain

Developing theoretical and practical student-centred learning situations appropriate to curriculum documentation for the Bachelor of Visual Design Degree programme. Identifying learning needs of students and implementing appropriate teaching skills and methodology.

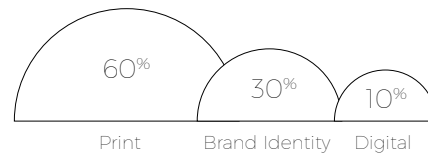


Mar 2009 – Sep 2011
Art Director

at **British American Group**

Birmingham, England, U.K.

Creative management for several annual agency publishing titles, campaign management and creative strategy development. Team leading, scoping meetings, client liaison with general studio management.

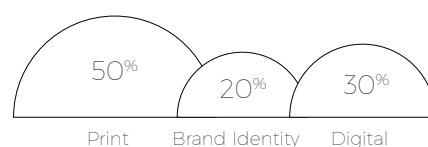


Jul 2004 – Jun 2005
Middleweight Graphic Designer

at **Freetimers Internet**

Northampton, England, U.K.

Responsibility for all design elements of digital media & print projects within the company, concept & design development from start to finish on client campaigns, corporate branding, team leading & project planning, client meeting and liaison.

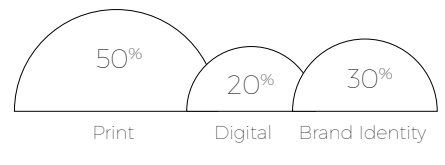


May 2012 – May 2013
Senior Graphic Designer

at **London School of Business & Finance (LSBF)**

London, England, U.K.

Responsible for developing creative design concepts, overseeing and improving brand development with strategy across the creative team. Building strong relationships across the business, demanding the confidence of senior management and key company stakeholders.

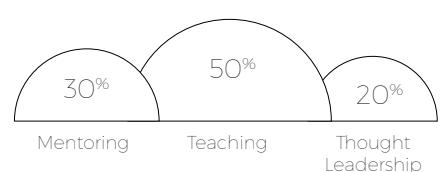


Oct 2008 – Sep 2011
Design Lecturer

at **University of Lincoln**

Lincoln, England, U.K.

Delivering lectures, seminars and workshops in Design and Visual Communication/Digital Media for the Bachelor of Arts (Hons) Media Production Degree programme within the Media, Humanities and Technology faculty.

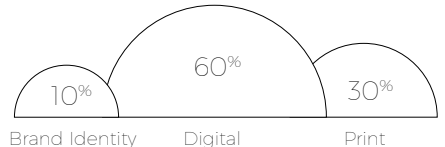


Sep 2001 – Sep 2002
New Media Designer

at **Milk Design**

Shrewsbury, England, U.K.

Designing for numerous digital media projects & platforms, client presentations & promotional literature material, creating graphics & interactive works for e-learning web/CD-ROM based projects, updating information & graphics on the company internet & intranet sites.



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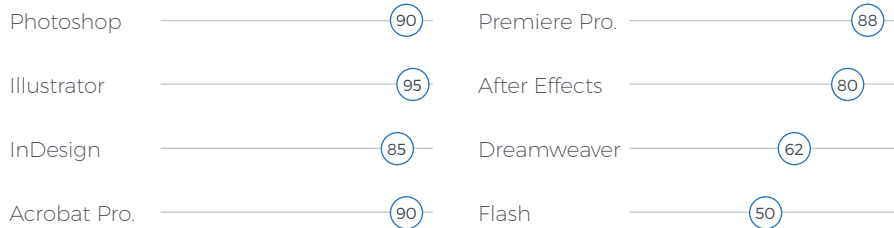
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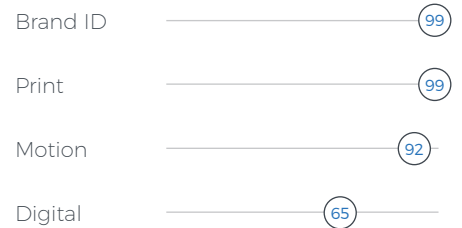


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WORKING SKILLS



EXPERIENCE AREAS



EDUCATION

2002 – 2004
Communication Design M.A.

at University of Arts London (UAL)

London, England, U.K.

Central Saint Martins College of Art & Design

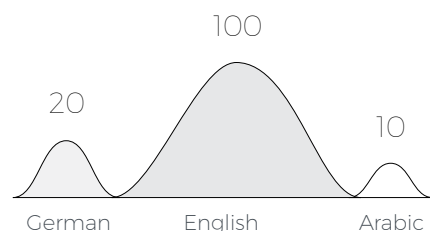
1997 – 2001
Graphic Communication B.A.

at The University of Wolverhampton

Wolverhampton, England, U.K.

Upper class 2:1 Bachelor of Arts Honours Degree

LANGUAGES



AWARDS

June 2015
Employee of the Year 2014 – 2015

at Bahrain Polytechnic

Awarded by EDICT Faculty (Engineering, Design and Information Communication Technology), Bahrain Polytechnic.

December 2006
Elior Award for Excellence

at Elior

Award winner for the 'Marketing Award' category of the Elior Awards for Excellence 2006 prize.

June 2001
Graduate Student of the Year 2001

at The University of Wolverhampton

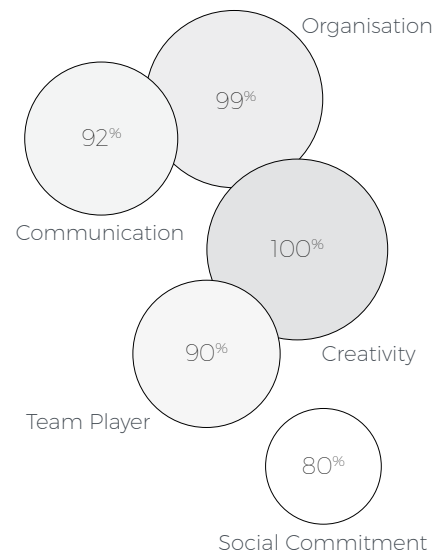
Awarded by the B.A. Graphic Communication faculty, School of Art & Design.

June 2001
Daler Rowney Graduate Student Prize for Excellence

at The University of Wolverhampton

Awarded by The University of Wolverhampton B.A. Degree Award Board.

COMPETENCES



WORK-LIFE BALANCE

