

NIC FITZGERALD

DIGITAL DESIGNER

antiweb.co.uk | nic@wiseblood.com | +44 7889 268 234

I am a digital designer with almost two decades of agency experience under my belt. I have worked in advertising, broadcast and pc games industries. I get involved with all aspects of digital production. Most commonly I specialise in conceptualisation, design and delivery of brand-driven digital campaigns.

I've turned freelance in 2008, after six years of being a Promo Director and Interaction Designer at BBC Creative Services (later known as RedBee) creating online games, interactive apps, websites and video. Over the last decade I mostly worked for London based ad agencies and design shops of all sizes.

I have team management and mentoring experience, having worked in roles ranging from UI designer to head of interactive/ head of digital, lead designer, principal dev (during the Flash years). Most often I work in the creative services or marketing design teams, creating anything from small format digital displays to bespoke 40 foot wide OOP animation, as well as building websites and apps.

I'm happy to tackle any digital-design related task: from writing H5 code (JS, HTML, CSS3), SVG animation and coding, vector/bitmap illustration to UI design and typography. I also have extensive video and 3D experience within UI design.

I've worked on the digital presence and campaigns for clients such as EA, Runescape3, Sky Broadband, McDonald's, eBay, Artemis, Eon, Nestle, FitBit, HMRC, RAF, Vodafone, Nissan.

My last project has been the digital overhaul of PizzaExpress.com launched on June 21st. At PizzaExpress I was responsible for the digital design, website UX/UI and marketing design and UX.

TECHNOLOGY STACK:

Animation + Design:

- Adobe Animate
- After Effects
- GWD (Google Cert)
- Figma
- Sketch
- AdobeCC (Ps/Ai/XD)
- 3D Studio Max

Coding:

- HTML5 (Js, CSS3, Json)
- Motion Libraries: Greensock
- JS Frameworks: Bannertime
- Task Runners: Gulp Vue
- SVG Animation
- Actionscript

Platforms:

- Google DCS / DCM / UAC
- FFM (eBay Banner Platform)
- AdForm
- Celtra
- Mediamind/Flashtalking
- Sizmek

AGENCIES AND STUDIOS:

Truant, AKQA, Jagex, McCanns, Ogilvy, Leo Burnett, Wellcom, WCRS, PAA, RedBee, Born, Razorfish, Wundermans, Proximity, Hogarth, Digitas, JWT/RMG Connect, Imagination, BBC Media Arc.

EXPERIENCE:

Truant - London (PizzaExpress Digital Redesign and Site Launch)

Senior Digital Designer (Digital UI/UX Design, Marketing UX)

March 2021 - June 2021

London, United Kingdom

During May and June, as Truant we worked on the first PizzaExpress web site redesign since 2006 and the Digital overhaul, as well as on rebranding. The new PizzaExpress.com was launched on the 21st of June, where I redesigned all of the visuals and UX, including PEX and Milano sites, online ordering system, HTML email system (Marketing comms, purchase receipts, goodwill and BAU emails).

AKQA - London

Senior Motion Designer

Jan 2021 - March 2021

AKQA tasked me with motion design for several campaigns for the WGC (World Gold Council) push to promote physical gold investment, targeting Gen-Z. The WGC animations were intended for HTML and video digital displays.

Jagex

Senior Digital Designer

March 2019 - July 2020

Cambridge, United Kingdom

At Jagex, I conceptualized, designed and built/delivered Runescape brand campaigns, across digital and social. I covered product launches as well as creating all of the Jagex new business acquisition campaigns. Tasked in all stages of campaign production, from concept to delivery, I designed UI and created digital assets. From static images, to hand coded + animated HTML5 displays, video for social, websites and landing pages. Mostly working for Creative Services and marketing at Jagex, publishing across GoogleUAC, DCM, DCS, FB, Twitch and runescape.com.

Leo Burnett

Senior UI/Digital Designer (Contract)

Jan 2019 - Mar 2019

Digital design and builds for McDonalds and Centrum accounts' marketing campaigns. All aspects of campaign design and execution, including campaign conceptualization, layout and UI design, campaign builds' DCS/DCM management as well as HTML5 coding. Also responsible for the design and build of OOH placements.

McCanns (Craft)

Senior Digital Designer and Developer (Contract)

September 2018 - January 2019 (5 months)

London, United Kingdom

Responsible for the design and build of Digital marketing campaigns. Working on all aspects of campaign design and execution, from storyboard and concept to build and delivery phases. Adapting video assets for use with digital display campaigns. Utilising timeline based animation tools (GWD, Animate2018, After Effects) as well as Javascript motion library based programmatic animation (Greensock). Accounts I've worked for at Craft: Purina and eBay.

Leo Burnett

Freelance Senior Designer / Developer

July 2018 - August 2018 (2 months)

London, United Kingdom

I was brought in to take care of the Digital side of things, mostly dealing with HTML5 Digital Display campaigns for the McDonalds account, creating animated digital displays and designing web skins.

Apart from the usual AdobeCC and Sketch, the technology stack included programmatic animation and JS sequencing with Greensock libraries, JS task runners and generators (Bannertime, Gulp, Node etc).

Ogilvy UK

Senior Digital Designer (Freelance)

June 2018 - July 2018

At Ogilvy I was brought in to work on the Digital display banners for the new VOXI brand by Vodafone. This particular project required some unique issue solving, and resulted in utilising SVG assets and SVG animation. The resulting campaign was a high impact visually engaging animated digital campaign to launch and promote Vodafone's new VOXI brand.

Wellcom London

Senior Digital Designer (freelance)

May 2018 - June 2018

London, United Kingdom

Senior Freelance Digital/UI Designer, I was also responsible for coding and animating standard and rich media banners delivered through AdForm. Created hand coded, animated digital displays using the Greensock Javascript library, as well as HTML5 Canvas banners using timeline based environments, (Animate 2018 and GWD).

Responsible also for creating and managing several Google Dynamic campaigns.

Accounts worked on - Citroen, Canon, HomeAway.

WCRS

Digital Lead (contract)

July 2017 - March 2018 (9 months)

London, United Kingdom

I was brought to WCRS / Engine in order to set up a Digital Design dept within a predominately video and ad based environment. I was responsible for all Digital related work, from DoubleClick to motion video design for OOP placements, and everything in between.

Involved at every stage of digital campaign creation, from concept to final execution and delivery. I'd come up with concepts and prototypes, but also design, code, animate and manage HTML banner campaigns. I'd routinely author the video side of things, doing motion design on OOH and video placements (D6's VOD's etc). creating animation and vector illustration when required.

Partners Andrews Aldridge

Vector Illustrator

May 2017 - July 2017 (3 months)

London

I was hired at Partners to do vector based illustration, and a series of infographics for a mobile first global marketing campaign for EON. The main subject of the illustrations was electronic cars and various electronic vehicle scenarios.

Freedman International

Senior Digital Designer

September 2016 - May 2017 (9 months)

London

Senior Digital Designer and front end Dev. Responsible for design + hand coding of integrated campaigns for Electronic Arts' HTML5/CSS/js rich media banners delivered through Google DCS/DCM, AdForm etc. Design work including UI and Sketch layouts for FitBit iPhone apps, as well as design/motion graphics work on numerous EA DOOH placements.

Antiweb LTD.

Senior Digital Designer - Freelance

April 2011 - September 2016 (5 years 6 months)

London

The transitional period, during which the online advertising world was switching from Flash to HTML5, I freelanced under my own limited company Antiweb Ltd. I worked on numerous (too many to list) freelance contracts specializing in interactive digital display campaign design, execution and management. Publishing to platforms including DoubleClick, adForm and Sizmek.

Besides the design, coding and management of highly engaging, interactive banner campaigns, I was also often involved in the design and programming of Flash based online games, as well as the authoring of visual assets in the form of 3D Models (3DStudioMax), broadcast level video and 2D vector illustration..

RMG Connect (JWT)

Head of Interactive (Principal Actionscript Developer)

August 2010 - February 2011 (7 months)

Knightbridge, London

My role at RMG Connect was as Head of Interactive and Principal AS designer/developer. I was leading a team of 6 Flash designers and developers, as well as the head of Interactive, a dept of around 20 staff and freelancers. I was tasked with delivering interactive content and campaigns, mostly for the HSBC account. I was responsible for directing the creative tech, design and delivery on interactive HSBC online campaigns, as well as mentoring the Actionscript - HTML dev team.

Proximity London

Senior Actionscript Designer and Developer

July 2007 - February 2008

At Proximity I worked on numerous actionscript 2 driven projects and websites.

Creating Flash websites of all sizes and complexity for brands/clients such as P&G Shockwaves , British Council, RNLI, Post Office, NME. This was a coding heavy position, and most of the work involved creating flash sites from scratch, coding interactive components and programmatic animation.

Pod1

Flash / Actionscript Designer, Animator and Developer

February 2007 - July 2007 (6 months)

Flash AS3/AS2, 3D modelling and Flash 3D implementation Specialist, Avid, Lingo Adobe Air, Shockwave. I specialised in creating 3D assets for web delivery. Both pre-rendered to swf assets modelled in 3DSmax, and programatically generated Actionscript / Lingo driven 3D.

Wunderman UK

Senior Freelance Graphic Designer - Interactive TV

June 2006 - February 2007 (9 months)

London

Freelance developer/ digital designer at Wundermans, designing UI graphic layouts and typography for interactive TV ads. Design and execution of creatives for interactive online banners. Clients: Land Rover, Microsoft.

Red Bee Media (formely know as BBC Creative Services)

Senior Interactive Designer

May 2001 - June 2006 (5 years 2 months)

Media Village Acton, W12 and TV Centre.

I've started at BBC Creative Services in 2001 as Promo Director, responsible for delivery and creation of Flash and interactive content served on bbc.co.uk. Two years later CS were privatised, and my department became the Red Bee agency.

Apart from getting to work with external clients, my role wasn't affected by move away from the BBC. I still designed, built and managed brand-driven marketing campaigns, across online, interactive TV, and sometimes print media. We maintained the same relationships with BBC internal clients such as BBCi, BBC Sport, Drama, while winning some big external clients and contacts such as nhs.org Five-A-Day campaigns, BT (streaming and media platform design), Lexus and so on. My role involved designing and building all interactive content such as Flash games, apps as well as running the entire digital display/banner production serving the entire bbc.co.uk site.

During my last two years, I also was closely involved in the early builds and prototypes of the BBC iPlayer, as well as doing 3D modeling and design. I designed the BBCi remote control unit, used in all BBC footage and CGI for a decade.

EDUCATION:

University of the Arts London, Central St Martins College of Art And Design

Bachelor's Degree, Critical Fine Art Practice · (1992 - 1995)

Fine Art Faculty, University of Montenegro

1st, BA Hons, Fine Art Sculpture · (1989 - 1991)

Fine Art Academy, University Of The Arts, Belgrade

MA, Fine Arts Studio Painting · (1995 - 1998)

Carshalton High School for Boys,

Carshalton, Surrey.

High School · (1981 - 1987)

REFERENCE:

Joe Goldstein

Head of Design

<https://www.linkedin.com/in/joe-goldstein/>

May 9, 2017

Nicolas is a highly skilled and experienced free-lance senior level developer. His industry knowledge and ability to work with current trends as well as existing techniques makes him an asset and powerful resource.

Devoted and passionate about what he does, I would strongly recommend his involvement for a wide range of digital development and design projects. He is also a very talented illustrator and proven "out of the box thinker". I look forward to working with him again