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WILLIAM THOMAS
/ ART DIRECTOR

CREATIVITY HAS GIGANTIC POTENTIAL FOR GOOD.

I'm motivated by the possibilities that creativity unleashes within the lives of those it's used effectively for. By understanding the social issues, pain points and frustrations of those we look to communicate with, we can add real value to their lives and our own.
I endeavour to develop my conceptual ability and continually immerse myself in all new technology, art, design and behaviours in order to lead big ideas from the drawing board to the user.

/ EXPERIENCE

ISOBAR SYDNEY, Art Director (Mar 17 – May 17)

Seeking a new adventure and opportunity to test myself, I travelled to Australia and was quickly snapped up by Isobar. I worked across Paypal, Hershey's and Premier Foods, showing my speed at adapting to a new brand and ability to bring my enthusiasm for innovation right from the offset. I was offered a sponsorship to continue working in Australia, however with my intention to return to London, I had to gratefully decline.

Paypal
Immediately having a great rapport with their current copywriter, I worked in a team across Social Campaigns and product launches to deliver a wide array of different digital media. Supporting Paypal's position as an innovator in business technology.

Hershey's
Delicious, fun, engaging social content across three different products all with their own visual world and brand behaviours. I took each idea from concept through to production, using my skills in animation and video editing to create rapid socially reactive work.

VML, Junior Art Director (Aug 16 - March 17)

I was acknowledged for my strong contribution to the agency and dedicaton to best practice with a promotion. This allowed me to focus my skills and development on conceptual work and bringing together campaigns and projects with holistic approach.

Colgate Digital Campaign
Working in a team I worked to develop a strong narrative for a Content-focused global campaign. I lead the video production of the concept film that lead to us getting the green light to start production.

Bentley Connected Car Digital Portal
Digital Designer creating the Digital Portal that took Bentley customers into the new era of car ownership.

Fantasy Premier League App Launch
Lead the creative work on a CRM Email & Social Campaign to promote the launch of the brand new fantasy league app.

BIMA Digital Day, Guest Mentor (Nov 16)

I volunteered my services in aid of a youth education project. Mentoring a class of students from a less privileged part of London, I spent a day exploring the value and world of unlimited possibility that creativity provides and how future of the industry and job roles were there to be created by them.

Great British Diversity Project, Founding Member (Feb 16)

I worked pro-actively with an industry initiative to demonstrate how diversity is an integral part of the future of our industry and adds tremendous value when met openly and positively.

VML, Creative Intern (Aug 15 – Aug 16)

My first year in the industry entailed an exploration into digital innovation. At VML I worked to combine conceptual prowess with brilliant technology.

Xbox & Microsoft
Working with a Copywriter for our client Xbox, I Art Directed Digital CRM campaigns that immersed gamers in every aspect of their Xbox Experience. I learnt how to dynamically build responsive communications that engaged the recipient with emotional and often nostalgic narratives that brought to live their relationship with the adventures they'd been on.

/ HIGHLIGHTS

D&AD New Blood Pencil Winner

D&AD New Blood Academy Top 50 Graduate

Great British Diversity Experiment Founding Member

BIMA Digital Day Mentor

/ CLIENTS

/ EDUCATION

First Class Honours Degree in Graphic Communication
Norwich University of the Arts
Industry Brief Winner
Degree Show Art Director/ Producer

/ SOFTWARE

Ps - Photoshop
Ai - Illustrator
Id - Indesign
Ae - After Effects
Pr - Premiere Pro
Keynote
Sketch
Invision

/ REFERENCES

Available upon request