

Ian de Faria Dean

You can see examples of my work at defariadean.com

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Personal statement

I'm an award-winning Senior Creative with over 20 years experience specialising in graphic design and art direction, including directing film and photography shoots. I excel in effective marketing design across many areas, including branding (new and full rebranding, logos, and brand guidelines), literature (reports, brochures and direct mail), TV ad/film storyboarding and directing, plus online and email marketing. As a self-starter and independent worker I am confident working on my own, as well as being a flexible and engaged team player. I've also fostered new talent by mentoring early-career designers.

Experience

de Faria Dean design

Creative Director and Owner. June 2018 – Present.

I set up de Faria Dean design to enable me to focus on my own business to supply design directly to clients.

Key Achievements:

– **Business Essentials Design Templates** – I've developed a suite of designs for business with a budget price range.

Clients include: CDUK Ltd., Stanbury and Moss – makers of jewellery and silverware, The Sharp Agency

The Sharp Agency

Senior Creative. February 2011 – June 2018.

Key Achievements:

- **Re-branding HomeServe** – from designing the logo to a full set of brand guidelines, 2017.
- **Winner** – Creative Out of Home Awards "Traditional – Transport" category – Clash of Kings, 2016.
- **DMA Silver** – Best Use of Door Drops – OVO Energy, 2016.
- **Branding the UCI World Track Cycling Championships, London** – 2016.
- **DMA Gold** – Best Business to Consumer Direct Mail – Best Western winter direct mail campaign, 2014.
- **DMA Silver** – Best Use of Business to Consumer Direct Mail – Best Western winter direct mail campaign, 2011.

Day to Day Role:

- Lead design creative developing B2B and B2C marketing concepts.
- Lead design creative developing corporate branding.
- Art directing photography shoots (both on location and in studio).
- Art directing film shoots (both on location and in studio).
- Storyboarding film scripts.
- Directing the editing and grading of films.

Clients include: HomeServe, Best Western, OVO Energy, Benenden Health, Aesica Pharmaceuticals, British Cycling, Duck Tape, NUS (National Union of Students), Oasys Software (part of Arup), Elex Tech.

Experience continued

Dig For Fire (now Jaywing)

Senior Designer. May 1996 – February 2011.

Key Achievements:

- **Designing the First Direct brand guidelines** – as published in the 2001 D&AD Award Annual, Design Week Awards and McNaughten's Paper Awards Annuals.
- **Designing Dig For Fire's first interactive CD Roms** – for HSBC Mortgages and for RICS (Royal Institution of Chartered Surveyors).
- **Designing Dig For Fire's best performing B2B DM piece** – for HSBC Business Banking 2003.

Day to Day Role:

- Senior Creative creating and developing B2B and B2C concepts for national brands.
- Senior Creative developing creative for websites, online banners and interactive CD Roms.
- Art directing photography shoots (both on location and in studio).
- Creating artwork ready documents.
- Designing and animating online web banners (gif animation format).

Clients include: HSBC Business Bank, First Direct, The Cooperative Bank, Royal Institution of Chartered Surveyors, RIBA, AXA Insurance, Budget Insurance, Open University, Travis Perkins, Keyline Civils & Drainage.

Wakefield Health Authority

Graphic Designer. February 1994 – May 1996.

Key Achievements:

- **Designing the Wakefield Health Authority annual report** – published in Creative Review in April, 1994.
- **Re-branding Wakefield Health Authority** – 1994.

Day to Day Role:

- Graphic Designer creating and developing concepts for a range of public facing health literature.
- Graphic Designer creating and developing concepts for a range of health authority literature.
- Creating artwork ready documents.

Clients include: Wakefield Health Authority, local health and social welfare charities, and local doctor's surgeries.

Education

1990-92 Kingston University HND Graphic Design
1989-90 Wakefield District College – Art Foundation
1987-89 New College, Pontefract – A levels

Design software

Adobe Creative Suite:
InDesign; PhotoShop; Illustrator

Outside the office

I'm an accomplished amateur musician. I've conducted the Knottingley Concert Brass Band for ten years on a voluntary basis. This involves both understanding the music and nurturing the players' individual musical abilities to enhance their contribution to the band. My personal aim is to continually bring everything together to create a cohesive group, developing the overall performance of the band, and so deliver the best public concerts possible. In addition, I play tenor horn with the Wakefield Metropolitan Brass Band, who compete in the first section. I'm also enrolled at the York School of Jewellery, learning the craft of handmaking jewellery.