

LAURENCE NORTON

Senior graphic designer, flash designer, photographer

I'm a London based freelance graphic designer and photographer. I have a good eye for design with strong layout and animation skills. I've had the benefit of working in some of London's top digital agencies, including Poke, Grand Union and Saint. In addition to design I also enjoy photography and digital art. My career ambitions are to work on unique projects with a potential to win awards.

Glow

Aug '07 - Present / Graphic Designer / Freelance

Since August 2007 I've been working with digital agencies and direct clients on projects ranging from ad campaigns to websites. Projects I've worked on include concept work for Coca-Cola, ad concepts for Yahoo, rich-media ads for Ford and an ad campaign for Lloyd's. More recently I've had the opportunity to work on the branding, layout and UI/UX for a Facebook application for HTC Beats.

Saint London

Sept '08 - June '09 / Senior Flash Designer / Contract

Saint are an award winning advertising agency and part of RKCR/Y&R. During my contract at Saint I was responsible for producing Flashtalking rich-media ads for Lloyds, animation concepts for Getty's flickr site and an ad for the Bebo knife crime campaign. Other brands that I worked on whilst at Saint included Virgin Atlantic, Alfa Romeo, M&S, NHS, Accenture & BAE Systems.

Duke Interactive

April '07 - Aug '07 / Flash Designer / Contract

With a small team of designers I was able to work on many different aspects of the creative process. During my time at Duke I worked on Nissan's Naturally Capable 4x4 website, a banner campaign to promote Nissan's new X-Trail vehicle and the Universal Music corporate site.

Innovate Design

Sept '05 - '07 / Graphic Designer / Permanent

Innovate Design is a small design agency that specializes in web, print and photography services. Projects I worked on included layout design and branding, product photography, HTML/CSS coding, building e-commerce websites and working with content management systems.

fusion.net

April '01 - '05 / Founder / Permanent

fusion.net is an entertainments network providing news, reviews and media content on gaming and computer hardware. The network started as a personal project that continued to expand, and at its peak was receiving over 80,000 daily visitors. My role included the design and content production for sites within the network. This including daily news, product reviews, developer interviews and downloadable content. fusion.net helped me build my core skills as a web designer, allowing me to develop skills in XHTML/CSS, layout design, UI/UX and content management systems. I also gained experience in game design by producing an add-on pack for the bestselling PC game, Half-Life. The add-on pack, which was dubbed the 'Fusion Pack' was featured in PC Zone, PC Gamer and many other worldwide gaming publications.

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Skillset

Software Packages

Photoshop
Illustrator
After Effects
Flash
Dreamweaver
Premiere Pro
Flashtalking
DoubleClick Studio

Skills

Layout Design
XHTML, CSS & jQuery
Flash & Video Animation
Photography & Lighting
Digital Artwork
UI/UX Design

Achievements

Humanscale

Provided the photography for Humanscale's monitor arm product, which was used in a winning pitch to Dell Computers that sold 2,000 units

Games Fusion

Since its launch in 2001 my entertainments network, fusion.net has received over 80,000,000 worldwide visits.

Linda Meredith

Produced product photography for Linda Meredith, which has been featured in Vogue, Tatler, Telegraph and many other reputable publications.

Brands & Clients

Audi
Candi / LBi
Coca-Cola
Ford
Getty Images
Grand Union
Home Office
HTC Beats
LloydsTSB
M&S
NHS
Nissan
Poke
Profero
Saint
Wunderman
Yahoo!