

# James Keane

## Creative Direction



## Profile

Working with brands to creatively solve their real-world business problems is what I love doing, and I'm good at it. Over the last 15 years I've worked with clients with budgets big and small spanning design, advertising, pure digital, experiential and winning awards doing what I love.

I relish opportunities that challenge me. I hunt for responsibility and strive to deliver the surprising. If you are the right company, I want to be in front of your clients helping to transform their business and change their customer's perceptions of their brand and products.

What separates me from a lot of the rest is that I'm hands-on when required. With time served as a senior designer in top agencies, I'm an ideas guy with expert knowledge of the Adobe suite. I'm adept in Premiere, After Effects and Cinema 4D. I've also personally directed film and photography shoots.

Critically, I know when to work with specialists. I can talk the lingo with UXers, developers and project managers, animators, editors to DoPs. I'm the creative bridge between production and the client and I ideate to budgets. I've run teams large and small and have experience mentoring and as a line manager delivering performance reviews.

When looking for a new job I generally only have two boxes to tick;  
1. Am I going to do great work?  
2. Will I learn new things?

Let's have a coffee or Skype soon.

## Education

### BA (Hons) Digital Media Production

Graduated with 1st Class Honours from The London College of Communication part of The University of the Arts, London  
2003 – 2006

## Contact

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## What others say

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*James is in my top 5 people i've ever worked with principally (but not only) for his talent, commitment and intelligence.*

Tom Ollerton -  
Innovation Director, We Are Social

*James is the full stack creative. He is in my top 3 creatives to work with as a strategic planner. He can pivot seamless between creative direction and big picture concepting, into designer detail and executional excellence. James always thinks of the user and the audience at the heart of his ideas, making his work not only beautiful, but relevant and effective. If I could steal this talent to New York, I would in a heartbeat!*

Jen Bonhomme -  
Group planning director, Y&R NYC

*The work he delivers always meets the brief, making James a pleasure to work with and there is a genuine sense that he is part of the team and will do everything possible to create something that genuinely delights everybody involved.*

Tom McCoy -  
Client Services Director, Curiosity

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# Experience

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## **Creative Lead at Imagination**

*October 2014 - Present*

Based in London, creating experiences for Ford Motor Company in Europe and North America. Ford is a company which has incredible breadth in terms of its people, its products and its experience marketing. The work is extremely varied and exciting.

Work ranges through concept, UX, creative direction, film-making and design, spanning across digital and real-world.

Global motor shows, consumer-facing experiences at scale, massive press and media events and launches.

Human machine experience prototypes and initiatives - working at the cutting edge of product development with Ford's own advanced UXers, designers and engineers.

Experience content. I've worked as Creative director and or Director on many shoots for Ford and Imagination, and not just 'car shoots'. Casino heists where you play the getaway driver. People stories that tell the human side of Ford and launch films that bring new products to the eyes of the world for the first time.

I've spent a lot of time travelling with this role. Detroit is like a second home.

I look after a team of creatives whose skillsets range from concept and filmmaking, design and artworking, UX and digital design.

## **Senior Creative / Designer at J. Walter Thompson**

*August 2011 - September 2014*

JWT marked a return to big agency life and a chance to lead a team of digital creatives and designers. Mentoring juniors, managing resource as well as the day job.

Both campaign and business response led digital work across clients such as HSBC, Shell, Lego DUPLO, Kleenex, Nestlé, Toni & Guy, Mazda, Harvester and Bayer.

Doing a wide mix of concept design and pitch work, video and 3D production, across site, mobile and tablet for a variety of platforms including web, application, social - Facebook, custom YouTube channels, twitter etc.. and digital out of home.

Involved in leading many projects from start to finish - some from initial ideas, all to highly polished delivered design and creative.

Client relationships, mentoring junior team members and working closely with creative and business directors at the highest levels in the agency kept me busy.

## **Senior Creative / Designer at Skive**

*June 2010 - August 2011*

Skive gave me the chance to work in a pure-play digital environment. I worked across many of their clients including Bacardi, Nestlé, New York Bakery, L'Oreal and Carlsberg.

Working closely with some of the best developers in London at the time to bring digital first campaigns to life through YouTube homepage takeovers, Facebook apps, and both flash and html web design.

## **Digital Creative at CHI & Partners**

*February 2007 - June 2010*

Working under Digital Creative Director Thiago de Moraes, CHI was my first 'big ad agency'. As a designer and creative I worked across nearly all clients on the CHI roster from Best Buy, Carphone Warehouse, Lexus, The Times, British Gas, Big Yellow Self Storage to Argos and TalkTalk.

Here I learned how big ideas led to big campaigns and in-turn how they came together across many different touch-points. It was at CHI I started winning awards and saw how exciting it was having my work seen by so many eyes.

## **Designer at Stylorouge**

*2003 - 2006*

At the studio that brought you countless cultural British icons like Blur's Park life album cover and the infamous Trainspotting poster, I worked predominantly on music industry based clients and artists. I cut my designer teeth on album sleeves, EPKs, DVD authoring, web and email design.

Stylorouge gave me grounding in pure graphic design. I worked under Creative Director Rob O'Connor who have me 'my break' in the industry. But it was senior designer Mark Higgenbottom who to this day I still regard as my mentor who taught me so much. Starting as a designer before computers where even used, means Mark is no pixel pusher and is instinctive with typography and layout. I owe him and Rob a lot.

## **Awards**

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One Show Gold, Cannes Lions Silver & Bronze, FWA Winner, Webby Awards Winner, FAB Winner, Kinsale Sharks Silver, BT Sport Industry Award, Best Integrated Marketing Campaign, Marketing Society Awards for Excellence - Best entry from outside the UK., Creative Review best in book.