

Why not check out my work on derekcassells.com? There are lots of fun and funky creatives there just waiting for your eyes!

Career Objective

My Career Objective is to develop continuity and brand synchronisation for national and multi-national organisations by delivering keen premium market solutions on budget and to schedule. I believe the key to good creative direction, digital design and creative marketing is gaining an extensive knowledge of not only the product, but more importantly the target consumer's needs and delivering a creative that effectively meets those needs through good communicative design, successful user journeys, branding and user experience in the most effective and appropriate channels.

I am very goal orientated and possess a great ability to manage multiple projects, yet capable of working on my own initiative and always strive for not only the best possible solution, but the most effective outcome for both the consumer and the organisation. Strengths in Creative Direction would be my attention to user experience, branding and digital media, both strategically and creatively.

My experience ranges in multiple platforms, including a strong background in global design and creative media, I have led and delivered Global re-brands, web development, above the line advertising, product development including market research, key competitor benchmarking, consumer testing and creative delivery.

Having spent the last 4 years specialising in digital media, I have become very in line with current digital trends and strong unique social media solutions for large multi-national brands. I also have an extensive background integrating with R&D to develop effective product solutions and possess a vast knowledge in all elements of product development and design thinking.

Employment History

Unit 3, Level 3, Monksland Business Park, Athlone, Co. Westmeath. (091) 774 300

2015-2019
CURRENT

iRadio / Orangeye Media

Post: Creative Director

Responsibility:

Managing all design staff both internally and remotely to deliver premium high end solutions for Digital media in Ireland. As head of all Creative at Orangeye, my responsibility within the organisation is to direct and manage all design staff on the output of premium digital solutions for all platforms in today's digital environment for the iRadio brand, Multiple Radio solutions agencies, and direct global brands.

My role includes management of all creative staff internally and remotely, generating pitches, strategy and creative concept, and project management for all creative solutions including video media, CMS web solutions, online micro-sites, Apps, games and media players, branded web takeovers, web designs and media players.

My day to day duties as Creative Director involve uncovering meetings with clients, breaking down the challenges a client faces and using those identified challenges to form a pitch that really delivers solutions for the client, as well as looking aesthetically pleasing and engaging to the viewer.

Once a solution and creative concept has been devised, I will then decide what members of the team will be assigned to the project. After meeting with the operations manager, we will devise a road map for delivery of the final solution, including what members of staff will be assigned to what tasks and when. I will then give creative direction to all creative members of the project while managing any other business in line with day to day delivery of smaller creative outputs.

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Employment History

Parkmore Business Park West, Ballybrit, Co. Galway. (091) 774 300

2013-2015 **Slendertone International**

Post: Global Head of Creative

Responsibility:

Responsible for the lead and creative direction of all brand, design and photo art direction activities for the Global Content & Communications team, utilizing a brand focused holistic multi-channel creative mind-set. Leads, teach and inspires a creative design and marketing team working at a global, regional and local market level on a wide range of projects such as: multi-channel, multi-screen advertising campaigns, brand best practice, NPD market trends, new product launch 360 toolkits, corporate program toolkits, user experience and social media toolkits.

Responsible for the quality of all creative work produced;

- 'Think & create with a global-mind set' ensuring that the work will relate and appeal to a global audience
- Guide and approve NPD design from concept phase to final execution
- Set and enforce content layout and graphic design quality standards across all media channels
- Mentor and grow individuals on design related teams
- Be concerned with issues of advertising, branding, marketing, strategic storytelling, user experience and social media.
- Lead and determine the best ways to visually represent business, brand, marketing and communication creative strategy into powerful executed creative.
- Adopt new market trends and translate and integrate these trends successfully into relative areas of the business.

Achievements: Successfully developed a complete new product range for multiple global markets.

Successfully creatively directed a new to market App driven product with full Creative support for multiple channels.

2006-2013 **Bio Medical Research** Parkmore Business Park West, Ballybrit, Co. Galway. (091) 774 300

Post: Lead Creative Designer

Responsibility: Lead creative designer for new packaging, POS, mail order catalogues, direct marketing and web support design.

Achievements: Grew in-house capabilities to an agency standard.

2015 **Bike Buyers Guide** Unit 22 Kilcarbery Business Park, New Nangor road, Grange Castle, Dublin 22 (01) 4675282

Post: Motorcycle Road Racing Journalist

Responsibility: Cover all rounds of the Irish Motorcycle Road Racing series

2004-2006 **Apollo Design** Blyry Business Park, Athlone, Co. Westmeath. (086) 833 2758

Post: Graphic Designer

Responsibility: Responsible for print graphic design, project management and delivery.

Achievements: Reduced out sourced design to minimum of work overflow.

Education

2001-2004 National Diploma in design (Communications)
Course specialised in design, print, photography, web and multimedia.
Additional modules included marketing, business and economics.
Athlone Institute of Technology
Dublin Rd, Athlone, Co. Westmeath
Result: **Merit 1**

2012 Advanced Digital Photography
Specialised in design, print, photography, web and multimedia.
Additional modules included marketing, business and economics.
Institute of Photography Ireland
14-16 Lord Edward Street, Dublin D02 YC63, Ireland.
Result: **Distinction**

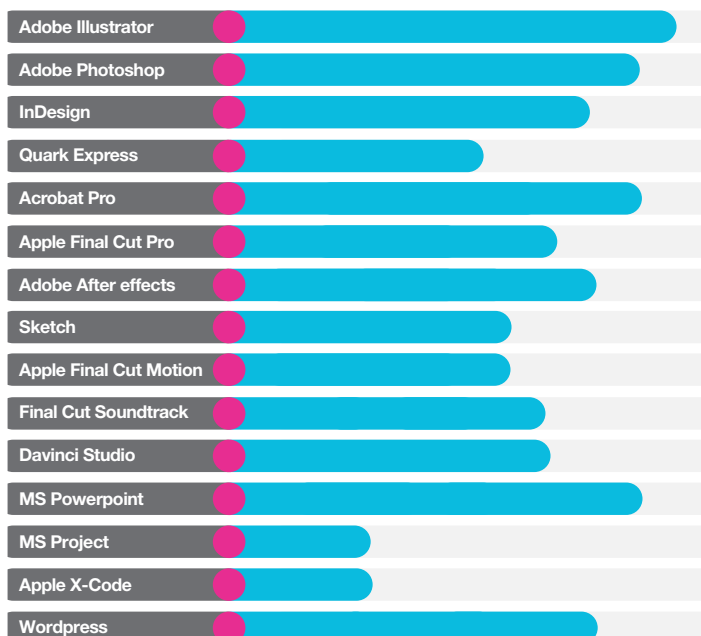
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Education

- 2007 Apple Post Production Certified Pro
[Final Cut Studio 2 Motion Graphics](#)
Filmbase Ireland
Curved Street, Temple Bar, Dublin 2, Ireland, D02 PC43
- 2007 Apple Post Production Certified Pro
[Final Cut Pro 6](#)
Filmbase Ireland
Curved Street, Temple Bar, Dublin 2, Ireland, D02 PC43

Skills

Software



Digital Media

Highly skilled in digital media strategy, concept development and product delivery. Pro level campaigns include a digital remix website for Smirnoff which allowed users to remix audio tracks using Smirnoff bottles and party cups as tracks (see samples provided)

Project Management

Completed project management training hosted by Skillnet Galway. I have been able to utilize these skills to manage resources and create more effective mapping for the delivery of key elements of projects on target.

Presentation

Completed advanced presentation training hosted by Skillnet Galway. As part of this training we learned the most effective ways to deliver presentations by being clear and to the point, with a particular focus on delivering key messages.

Photography

Expert level photographer, managing our in house studio, model management, shoot coordination, post production, touch up and manipulation.

Creative director on site for commercial photo-shoots for global markets.

Packaging

Independently conducted on site Chinese supplier capabilities including soft audit on compliance and capability of pack suppliers in China in line with EU and FDA compliance.

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Hobbies



I am a keen motor sports fan. I race motorcycles competitively, Last placing 4th in the Irish Supersport 600 Cup Championship in 2015. Racing brings me clarity of mind, I enjoy the pressure and quick decision making needed during a race, no intercoms are involved which forces an agile mind!



When I am not competing in Motor sports, I am either photographing it, or reporting on it as I currently hold a Freelance journalism post for Bike Buyers Guide Ireland. Journalism is a new challenge to me, to date my articles have been largely factual but I am looking forward to an extended workload over the winter and into the coming year which will involve much more stylistic and subjective writing.



I have been an artist from a young age, winning many national awards in competition.



If I am tied for time, I will throw a pair of runners on, turn on my Strava app, and hit the road for a 30 minute jog! I took up running to fill a gap when I retired from GAA, it may possibly have been the most skilled aspect of my GAA game regardless!



I am also a keen road cyclist, I love the escape and the freedom of the road. The road bike lets me cover so much more ground so for me its as much about sight seeing and a connection with nature as it is about being active and keeping fit! If I am craving adrenaline, I will dust off the mountain bike and do some X-trail or down hill mountain biking, I love the agility and it proves great training for my motorcycle racing, and sometimes its just good to get covered in muck and water!



Seasoned guitar player and singer, with a largely eclectic taste in music, I enjoy most types of music, playing and listening.



Thoroughly enjoy meeting new people and learning new cultures. When travelling, you will always find me, camera in hand, seeking some of the best local architecture on offer. The process of design is intrinsically the same from graphics to architecture, so its nice to see the similarities of aesthetics between mediums! I love assessing the use of different tactile elements to create moods and feelings that well designed buildings provoke.



I have dabbled in the art of flying in recent years, mainly as a rare past time with only just 5 hours on my NPPL (M) , I have had the pleasure of flying a 2 seater microlight out of Abbeyshrule airport to Athlone on more than one occasion and hope to do so again in the near future.

Referee's

Due to still holding my current position, I cannot supply any Orangeye Media referee's. My apologies for any inconvenience this may cause.

Angus Simpson
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