

ANDY O'DONNELL

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PERSONAL PROFILE

An experienced and well-respected creative services professional, with a proven track record in building high-achieving, dedicated and loyal design studios from the ground up, as well as restructuring and streamlining existing creative environments.

Expert knowledge of creative processes, print and online production, design technology and tools. Instinctive commercial savviness and strong organisational competencies.

Versatile, creative and effective, I lead, manage and motivate teams enthusiastically and with style.

KEY ACHIEVEMENTS

Strategy

- Experience of budgeting for, planning and establishing highly secure studio environments offering FOGRA standard print proofing.
- Key decision maker in defining creative scopes in print, outdoor, online, mobile and broadcast.
- Setting creative vision and ensuring colour is delivered consistently in calibrated environments.
- Setting and monitoring staff levels, recruiting and running appraisal and disciplinary procedures.

Creative

- Leading Creative teams in developing advertising, marketing, environmental graphic standards systems, bid materials and design kit of parts.
- Hands-on design, copywriting and art direction.
- Overseeing global brand consistency and integrity.
- Managing creative projects from concept to completion, translating marketing objectives into creative strategies.
- Ensuring branding is given the highest profile in print, outdoor, online and in broadcast situations.
- Leading prototype development and approval.

Communication

- Directing, mentoring and motivating creative teams, ensuring budgets are adhered to throughout the creative, production and delivery processes.
- Hosting weekly creative team and strategy meetings.
- Presenting to key internal and external stakeholders.
- Key contact with the print and production partners.
- Presenting design strategy internally and externally.
- Reporting on strategy and progress to director and partner level and dealing with internal stakeholders.

Delivery

- Project and traffic management.
- Colour and print management.
- Press passing.
- Installation approval.
- Digital asset management and archiving.
- Brand management.

'The attention to detail is hugely impressive, as is the way the look has been applied throughout the city and country'.

Patrick Burgoyne, Creative Review

'It is great to witness so many Team GB medals being won on such a beautiful and well-designed backdrop'.

Philippe Furrer, International Olympic Committee

HEAD OF CREATIVE STUDIO

DELOITTE 01/2016 to date

Athene Place, 66 Shoe Lane, London EC4A 3BQ.

Managing a combined creative team of 50 based in London, Zurich and Hyderabad delivering bid materials, marketing communications, film, animation and photography to one of the world's leading professional services companies.

With a turnover of £3.2m, the creative studios are the largest profit making, internal service team in the business, and offer support in winning and retaining the largest and most influential client as well as promoting the business with distinct marketing materials.

Increasing Deloitte's offshore capability, and it's turn a follow-the-sun creative offering. Improved the creative output through brand compliance and development as well as influencing the bid win rate through improved briefing, new creative approaches and more agile working practices.

GLOBAL HEAD OF STUDIO

MONEYGRAM INTERNATIONAL 05/2013 to 12/2015

85 Queen Victoria Street, London EC4B 4AB.

Managing creative teams in London and Dallas, ensuring delivery of all marketing materials and advertising campaigns for a truly global organisation, operating in over 200 countries with over 350 000 agents.

Created a PDF workflow environment and a job tracking system that can be used worldwide by marketing managers and design teams alike. Unified two teams into a single, well run and motivated creative resource.

Identified skills gaps, recruited and established a permanent, well-trained and high-achieving team. Promoted the team company-wide, bringing more work in house and delivering savings.

Delivered clarity, transparency, profitability and teamwork.

HEAD OF STUDIO

LONDON 2012 10/2010 - 01/2013

One Churchill Place, Canary Wharf, London E14 5LN.

Defined, planned and created the London 2012 Olympic and Paralympic Games Look Design studio.

Recruited, directed and managed a creative team of 25, responsible for delivering design and artwork for 44 competition venues, over 100 non-competition venues, as well as all areas of the Government Olympic Executive and Greater London Authority City Look. Never before had 'One Look' been applied across the venues, the host city and the host nation.

Developed and delivered a highly acclaimed brand identity nationwide, seen worldwide by millions, all on time and on budget.

STUDIO MANAGER

DEWYNTERS 05/2002 - 10/2010

48 Leicester Square, London WC2H.

Managed, motivated and mentored a creative department of 23, ensuring the worldwide delivery of artwork and advertising for the biggest arts and entertainment clients including Disney, The Royal Opera House, Mamma Mia, Really Useful Theatres, Donmar Warehouse, Wembley Stadium and Cameron Mackintosh.

Managed all aspects of the Creative Studio output from briefing through to delivery. Actively monitored internal and external developments in technology and design, analysed staffing needs, recruited and appraised.

Advised on quality control, repro, colour correction, hardware and software queries, retouching and montaging in Photoshop.

Oversaw archiving, backup, systems housekeeping and quality control, introducing and refining systems where necessary.

STUDIO MANAGER

BRANN 01/2000 - 05/2002

6 Briset Street, London EC1M 5NR.

Managed the studio, designed, visualised and delivered artwork for clients including Guinness, AA, Eagle Star, Sainsbury's, Mitsubishi, Peugeot, Toshiba and Carphone Warehouse. Part of Brann's successful pitch team, winning clients including the AA and The Guardian and Observer newspapers.

Planned workloads, ensuring deadlines were met and to budget.

Constructed artwork from scamps and mac visuals, retouching and montaging, colour correction and artworked jobs to repro readiness.

Brann now trades as HAVAS EHS.

EDUCATION & TRAINING

LONDON SCHOOL OF PRINTING 1989-1991

Diploma in Graphic Design and Digital Origination

WATFORD COLLEGE 1986 - 1988

HND Business Studies

specialising in Advertising and Marketing

References and portfolio of work available on request.