
Profile

I am a conceptual UX/UI, branding and advertising designer who develops successful strategic campaigns for clients. Having run creative departments and my own boutique agency, I am confident in pitching, presenting, driving the clients' business and transforming them into brand challengers and sector leaders.

- UX/UI digital & integrated designer.
- Over 16 years experience in top agencies.
- Strategic thinker.
- Behavioural economics exponent.
- Client facing and confident.
- Work with and alongside developers.
- Team player and manager.
- Brand leader/challenger transformer.
- Brand guardian.
- Winning pitch leader.
- Proficient in UI tools (Sketch etc.) and Adobe CS.
- HTML, PHP, Javascript, CSS, SCSS, MySQL.
- Use iOS & Android materials design libraries.
- Working experience of 3D & motion

Expertise

- **Digital**
Designing **websites, micro-sites, landing pages, display screens and email** campaigns. With attention to hierarchy, consumer journey, call to actions and UX/UI.
- **Data**
Interpreting **research results** and **defining goals** to ensure the clients targets are met.
- **Creative**
For the past 5 years, I've been the **lead creative** of a boutique integrated agency which has enabled clients to grow from start-up to brand leaders. My passion is in partnering with clients to achieve their vision.
- **Design**
As a senior, I've create **beautiful, engaging, irreverent design** with consideration to the clients objective.
- **Presentation**
High-quality PowerPoint and client/stakeholder facing presentations.
- **Typography and Infographics**
Well crafted and balanced design to create clear and effective communication.
- **Mentoring**
I believe treating everyone with respect, growing, **mentoring and directing** designers and teams.

Significant Wins and Campaigns

- **Led the winning £1.6bn** TFL advertising concession - Dep's, Digital 6\$ posters, Cross track projectors.
- **Led the winning £100m** Arriva advertising concession - Digital bus sides.
- Worked with **British Airways** - Digital check-in screens, image curation for the various travel classes for the website (First, Premium Economy, Business).
BP - Renewable energy app for ipads/tablets.
Motorola - Worked alongside cardboard engineers to produce unique, high-end packaging.
Birmingham Bullring - LEP's, Interactive plasma displays.
Diageo - Outdoor LED screens, video, microsites.
- **Created ORIC Internationals' identity** which has enabled them to become brand challengers and now are **brand leaders** and industry influencers.
- **Creative director of a boutique integrated agency** - leader, client facing and responsible for the output of the agency.
- **Illustrated and designed** the campaign for Bordeaux Wines which saw a significant increase in sales when the rest of the market was in decline due to the recession.

MARK JEATER

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Agencies

SAATCHI
&
SAATCHI

J W T

Ogilvy

Interbrand

AKQA

Leo Burnett

Some of my clients

DIAGEO

skype™

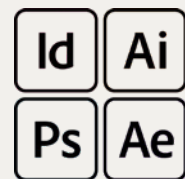
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SELFRIDGES&CO



Applications



About me

I am a serious thinker with an outgoing attitude and love a good laugh too. As a creative, I never really clock off - I find ideas and opportunities are ever present.

I love originating ideas, client collaboration, managing/mentoring designers, presenting ideas, mock-ups, stylescapes and understanding review feedback. I always strive to realise the vision and deliver projects on time and within budget.

As a student of behavioural economics/psychology, I analyse market research and results, customer reviews, and other material to create more effective design as well as collaborating with sales and marketing.

I believe in the John Hegarty and Rob Fletcher approach where everybody is important from the receptionist to the CEO as we can all have great ideas.

My mentors who I have worked with include: David Trott, Rory Sutherland, Rob Fletcher and other talented creatives.

Interests & Hobbies

Photography, science, space exploration rugby (I would love to coach a juniors or ladies team). Currently I am working on an exhibition & a spicy cook book.

Work History

- **Interim freelancing to seeking a permanent role**
January 2018 - present
After 8 years, employed by 2 agencies, I am now seeking a new exciting permanent vocation. In the meantime, I am freelancing with agencies and have been employed by **Ogilvy PR, Saatchi & Saatchi, OMD, and JWT** to name but a few.
- **JeaterBROWN Ltd**
June 2013 - January 2018
Creative Director & Designer - responsible for the creative output of the agency & driving clients to become brand challengers/leaders.
- **Isobel Advertising**
November 2009 - January 2013
Senior Designer responsible for the creative output of the studio this included employing freelance designers, artworkers, illustrators, photographers and working closely with the Creative Director.
- **Previous Agencies**
Ogilvy
Saatchi & Saatchi
OMD
JWT
- **Other Long Term Contracts & Jobs**
JeaterBROWN - over 5 years.
Isobel Advertising - over 3 years.
Interbrand Newell and Sorrell - over 2 years.
Marketing Perspectives - over 2 years.
JWT - over 1 year.
Viacom/CBS outdoor - Over 1 year.