

Ben Catley

ART DIRECTION, CREATIVE CONCEPTS & DESIGN

Perth, Australia. From Newcastle, UK

I'm an Art Director, Conceptualist and Designer. I'm an ideas person. It's my language. And I think I'm pretty fluent. I believe there's no good design without a great idea, but, likewise, there's no good idea without great design. I work well to brief and budget and I am not adverse to burning the midnight oil to make the best of a job. I'm 25 and I have 4 years agency experience in: TV, outdoor, press, ambient, online, branding, idents, layout, illustration, photography, typography, web styling, copywriting and other such creative loveliness.

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Experience

Art Director

Robson Brown

Newcastle Upon Tyne, UK
Mar 2007 - Present

At Robson Brown I have worked on a range of clients, big and small, devising creative and strategic concepts and campaigns. Here I have acquired and nurtured the skill of creating ideas that are unique and truthful to a brand. I believe this is how advertising works most naturally and effectively.

I have worked creative concepts from start to finish across all advertising media and have also fulfilled many design, branding, identity and copywriting briefs with the same conceptual discipline.

Working in a full service agency like Robson Brown has been particularly beneficial for gaining experience in TV advertising. I have a good mix of filming, animation, post production and editing experience under my belt.

I have worked on numerous business pitches here and my 'win' record is not far off 100%. I have been responsible for overseeing many creative accounts and meeting with clients to present and manage work.

I am very proficient in Photoshop, Illustrator, Quark Express and have some experience with Dreamweaver.

Education

BA Hons Graphic Design & Advertising

Northumbria University

Newcastle Upon Tyne, UK
Sep 2005 - Jun 2006

What I learnt and improved on:

Graphic design. Illustration. Photography. Layout. Print work. Typography. Creative rationalising. Creative writing. Answering a brief. Presentation. Paint and ink works. Using stock and materials. Effectively combining concept and design. Thinking beyond typical advertising media.

What I learnt and improved on:

Creative concepts. Storyboarding. Scamps. Ambient ideas.
Working in a creative team. Working individually. Tackling live
briefs. Mac visuals and using design packages. Headlines and
copywriting. Understanding a brief. Answering a brief. Presentation.

What I enjoy.

Less about work, more about me.

I'm a songwriter, guitarist and vocalist. I play the drums a little too. I
love being outdoors and keeping active: running, climbing, surfing,
snowboarding, free running, hiking, camping, swimming, skating.
The list goes on.

I enjoy art outside of work: I do a daily photography journal, paint
canvas, write lyrics and sketch.

I'm a very positive and enthusiastic person, yet, conversely, quite
laid back. A good mix, I think. I love travelling and meeting
wonderful and weird new people.