

david dos santos

For digital brand experiences

quick background

- 1993 Started my career as a traditional graphic designer. Worked mainly for integrated agencies in Toronto Canada.
- 2000 Relocated to Europe to freelance and run my own design business. Based in Lisbon, worked with creative agencies and clients throughout Portugal and Europe.
- 2005 Joined Sapient as Sr. AD / ACD - delivering award winning websites and helped provide brand-to-customer digital experiences for global brands.
- 2009 Joined ioko as Creative Director to help build their UX / Creative team - also creating the new identity ioko interactive.
- 2010 Went contracting for the BBC as one of the creative leads for YouView - the venture project for IPTV in the UK.
- Now... Currently Creative Director (contracting) for Native Design - a product design agency wanting to build their digital capabilities.

agencies worked for



and clients



the cv

Education

Sheridan College - Trafalgar Campus (Canada)

Aug '94 - May '97 · 4 year degree in Graphic Design & Communications

Work experience

Native Design - *Contract* (London, United Kingdom)

Aug'10 - Present · Creative Director · Native Design is a quality-focused consultancy working for leading international brands, crafting unique and exquisite user experiences in product, interaction and service design. I'm responsible for the overall creative direction and helping define Native's key digital strategies predominantly in their UI capabilities.

BBC - *YouView - Contract* (London, United Kingdom)

Apr'10 - Aug'10 · Creative Lead · Helped set a creative direction and ux standards for Project Canvas (now YouView) - a venture partnership between the BBC, ITV, BT, Five, Channel 4 and Talk Talk to develop a common interface for Internet Protocol Television (IPTV) in the UK.

Ioko Interactive (London, United Kingdom)

Aug '09 - Mar '10 · Creative Director · Helped ioko, the number one technical agency by the NMA, build its creative capabilities and new identity to ioko interactive. I managed all aspects of the creative services including digital strategy, team management and creative execution. Majority of the work included media and broadcast clients such as SeeSaw, Channel 5, FilmFlex & BBC.

SapientNitro (London, United Kingdom)

Apr '05 - Jul '09 · Senior Art Director/ACD · As the number one Digital Agency by the NMA, my role at Sapient was delivering massive design & build projects across multiple platforms, driving integrated marketing campaigns and helping on client strategy work. I designed award winning sites like SkyNews and the TimesOnline Archive. Other clients included: Sky, Vodafone, O2, Diageo, Unilever, Singapore Airlines and Sportingbet.

Davidosantos Ltd - *Contracting* (Portugal & Europe)

Feb '00 - Mar '05 · Freelance Art Director · I was responsible for all tasks involved when running your own business. I contracted for a variety of creative agencies such as Ogilvy Lisbon, Euro RSCG, Atelier do Sul and Brandia as well as managing a handful of personal clients both nationally and across Europe. Key clients included Tivoli Hotels, McDonalds, ALNO, CIN, LeMeredien, Hilton and BMW.

Context Creative (Toronto, Canada)

May '97 - Apr '00 · Senior Designer · Initially started as Fireworks Creative (integrated offering). My role included concepting designs and delivering creative solutions across multiple mediums. Main clients: CIBC, TD, Manulife Financial, GlaxoWellcome, Fidelity Investments, Ontario Hydro, Sprint Canada, Famous Players, Bell Mobility and Tyvek.

R. Rood & Associates (Mississauga, Canada)

Nov '96 - Feb '97 · Junior Designer for integrated agency.

Awards

- Feb '10 · Davidosantos.com · Moluv Featured Site Award
- Nov '08 · Sky News website · winner of NMA 2008 Award for best Media site and winner of BIMA 2008 - B2C - Measurements & Results Award
- May '08 · TimesOnline Archive · winner of the 2008 AOP Award
- Mar '01 · CIN Annual Report 2001 · Corporate Communications - CCP Awards (runner-up)

Recent pitches won

Jan '10 · Universal Music (in development)

Sep '09 · SeeSaw.com (now launched)

Jan '09 · Singapore Airlines (launching soon)

Dec '07 · Sportingbet Website Redesign (launching soon)

Publications

Oct '04 · 2003 CIN Paints Annual Report · Anuário Design Gráfico Europeau (Portugal)

Jun '03 · 2002 Formosa Hotel Branding · Anuário Design Gráfico Europeau (Portugal)

Memberships

Jun'98 - Jun'01 · Member of the Society of Graphic Designers of Canada

Summary

My approach is to ultimately execute the right expression for a brand. Sometimes this completely changes business models, transforms old requirements to new ones or even will consider the business in a whole different space. I don't like predicting the future, I thrive in creating my own - leveraging those ideas with today's technology. I believe my digital expertise is not just knowing the latest social trends or powerful platforms, but also providing true customer value with flawless design and forward thinking. I thrive on building better brand experiences no matter what the medium. My skills to date:

- Branding, digital and advertising design
- Art direction as well as hands-on executions
- Digital brand strategy - ie: Vision Direction Documents
- Creative lead roles for large project deliveries
- Integration of brand experiences across various platforms
- Grounded with strong UX methodologies
- Business development and pitch work
- Ideas, ideas, ideas

how I can help

I've made a strong impact in my previous roles by leading, inspiring and managing creative teams.

I've acquired solid UX knowledge, exposed to a variety of technologies - and translating them to ideas.

leveraging my branding background, product UI's and digital expertise across multiple platforms can be advantageous.

I'm still quite hands on and can produce effective and quality concept designs when needed.

strong with digital story-telling skills in business development and pitch scenarios.

my overall experience can certainly help further evolve your digital capabilities and provide innovative thinking for your clients.

thank you

www.davidosantos.com