

Sam Chatwin



I'm a creative director with over *20 years experience* across *design* and *product* whilst working at *agency* and *technology* companies often during periods of transformative growth.

During this time I have gained extensive experience building and managing *industry leading design teams* and held *strategic leadership* positions whilst partnering with a variety of *disciplines* and *stakeholders* including *c-suite executives*.

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Skills

Creative Direction / Visual Design / UI Design / User Experience Design / Usability / Design and Brand Strategy / Branded Experiences / Copywriting / Product Design / Art Direction / Innovation / Interaction Design

Some of the brands I've worked with

Worldpay / Sony Computer Entertainment / News International / The Metro / Shortlist Media / Wall Street Journal / Bauer Media / BBC / Channel 4 / Thomas Cook Airlines / The Zoological Society of London / Vodafone / BFI / The Body Shop / Crabtree & Evelyn

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Experience

Creative Director (freelance)

April 2020–present

Creative direction, creative strategy, visual identity design and copywriting for brands including a completely new visual and verbal identity for the childcare startup *Bubble*.

Advisor, Wildish & Co

September 2019–present

Advisor to the small creative studio Wildish & Co, started by two ex-colleagues. Providing advise and mentorship on everything from agency growth strategy and pitching to project processes and recruitment.

Creative Director, Starling Bank

November 2019–March 2020

Heading up the internal Creative Studio I was brought on board to provide creative leadership to a rapidly growing tech company.

Responsible for the strategic development and implementation of all creative (visual design, art direction, creative strategy, copywriting and campaign ideation) across all channels, including; print, TV, OOH, in-app and online.

Managing a team of 8, including two direct reports and working with external agencies, freelancers and 3rd parties.

Creative Director/Head of Design & Creative, Bud

July 2018–July 2019

Leading the design & creative team – responsible for all aspects of the visual and interface design, art direction, UX, user research and testing.

Working across product, brand strategy and marketing during a hugely transformative year as we raised one of the largest Fintech Series A rounds in Europe and grew from 36 to 108 employees.

I built and managed the team, established robust ways of working, launched a new Bud brand and put in place a scalable design system. I was also part of a newly created leadership team providing strategic leadership experience and discipline expertise for the company as it went through a period of rapid growth.

Freelance

August 2017–June 2018

Creative strategy, visual identity, UX and UI design, copywriting and interior design for *Iwoca*, *No.1 Bruton Hotel*, *The Black Heart*, *Rocket Sports* and *EQ/Prep*.

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Experience cont.

Creative Director, Catch

February 2016–July 2017

Headed up the creative team with a remit to deliver transformational digital products, campaigns and content for brands. Responsible for all the visual and experience design, creative strategy, art direction and campaign ideation.

I was brought on board as part of a newly formed Senior Management Team responsible for defining and putting in place a new agile customer focused model and process to deliver large and often complex web builds. As part of the new business team I led pitches to win over £2m worth of business.

#10 digital agency in *Design Week's Creative Agency Census* and #98 in *Econsultancy's Top 100 Digital Agencies Report*.

Clients included:

Worldpay, Thomas Cook Airlines, The Zoological Society of London, SES, COTY, Cristiano Ronaldo, Pixi Beauty, Crabtree & Evelyn, Carrera, Foundry and Framestore.

Creative Director, Clock

April 2008–January 2016

As Creative Director and board member at Clock, I led the Creative team and helped drive the overall direction of the agency. Responsible for all ideation, strategy and visual, UI and UX design. My duties included; creative leadership, directing and nurturing the team, idea generation, translating creative briefs into compelling experiences, as well as to communicate ideas to senior-level stakeholders.

I worked closely with the other directors to define and implement departmental methodologies and practices, the company positioning, and to represent these along with my personal opinions at industry events and online.

I joined Clock in 2008 as Creative Director and having helped grow the agency considerably was invited to join the board in 2013.

Design Week's Top 50 Award Winning Digital Agencies, The Drum's Design 100 and The Drum's Top 100 Agencies.

Clients included:

The Wall Street Journal, Shortlist Media (Shortlist, Stylist, Mr Hyde, Emerald Street and Never Underdressed), RIBA, Sony Computer Entertainment, BFI, Time Inc, Nielsen, Sunday World, DC Thomson, Turner Broadcasting, BBC, News UK (including The Times and The Sun), Channel 4, History and Bauer Media.

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Experience cont.

The Magnificent Chatwin Brothers

2004–April 2008

One half of The Magnificent Chatwin Brothers, a hand-printed wallpaper company set up and run by me and my brother. Wallpaper sold in London, Paris, LA and online.

Creative Director, Fanbanta

November 2006–February 2008

Creative lead for the football start-up Fanbanta. Responsible for all the visual, UI and UX design. Part of the Senior Product team – alongside the Technical and Editorial leads – that were responsible for defining features, planning the roadmap and managing the development of the site. Ran the in-house Creative team as well as any external creative resource.

Senior Designer/Art Director, Nobok

February 2005–November 2006

Firstly as Senior Designer then as Art Director for a sports production company, specialising in programming for web, TV and mobile. Responsible for all art direction and design. Produced content for *BBC*, *Vodafone*, *Telewest*, *Orange* and *ITN*.

Freelance

June 2004–February 2005

UI and UX design for agencies including: *M&C Saatchi*, *GPMD* and *Freedom Media* on projects for *Marks & Spencer*, *Channel 4*, *AMD* and *Gieves & Hawkes*.

Lead Creative, Sportev

August 1999–June 2004

A start-up I helped set up, specialising in the production of online video channels. As the creative lead I was instrumental in establishing the company and attracting clients. Employed as Designer and promoted to Lead Creative, my remit was to build and lead the Creative team but as this was a start-up I got involved in all areas of the business and learnt an enormous amount.

Clients included:

BT, *AOL*, *The Telegraph*, *AC Milan*, *EMI*, *Channel 4*, *The Extreme Sports Channel* and *RFU*.

Production Assistant, Line TV

July 1999

Assisted in the development of *BBC Bitesize* CD-ROMs

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Accolades & education

Awards

I have been recognised for creative excellence through various industry awards, including; *Lovie*, *Webby*, *BIMA*, *DADI*, *Shorty Awards*, *The Social Buzz Awards*, *AOP Digital Publishing Awards* and *Communicator Awards*.

Honours

I've been lucky enough to be a *DADI Awards* judge, which I enjoyed immensely, as well as mentored several placement students from various universities.

Comment & opinion

My work and comment has been featured in; *Design Week*, *The Drum Magazine*, *.net Magazine*, *Brand Republic's Wall Blog*, *The Observer Magazine*, *The Sunday Times*, *Arena*, *Time Out*, *The Telegraph* and *Grand Designs* amongst others. The Magnificent Chatwin Brothers have also been profiled in two design books.

Talks

I have been invited to speak on brand, design and UX at a few events including; *PPA Festival*, *PPA Tech Talk*, *Figaro Digital Design & Build Seminar* and the *Publishing & Media Expo*.

Education

London Print Studio, 2004

Screenprinting course

University of Newcastle-upon-Tyne, 1995–1998

BA (Hons) Architectural Studies

Westminster School, 1989–1994

3 A Levels and 10 GCSEs

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