

Joseph Bedington

Flash Designer

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About me

I'm a freelance flash designer with 11 years design knowledge.

In recent years I've specialised in online advertising design and production and have extensive experience in creative concepting, art direction, freelance management layout design, flash animation, vector illustration and pen and paper scamps.

I also have an understanding of print design, HTML and actionscript.

Software Skills: Flash, Fireworks, Illustrator, Photoshop, InDesign.

I manage and develop campaigns from brief to concept to production and understand the importance of delivering projects to deadline and within budget.

Qualifications

95-96
HND in Graphic Design.
96-97
ND in Graphic Design.

Mid Cheshire College,
Hartford, Cheshire.

90-95
11 GCSE passes 5 above
C in English, Math, Art, Design
& Communication and Design
& Realisation.

St Nicholas RC High School,
Northwich, Cheshire.

Full clean UK drivers licence.

Employment

Soup December 99 - July 10

My career began 1999 with a move from Chester to start as a Junior Designer with Soup Ltd Norwich. Progressing through the ranks I became a Senior Designer leading a small but extremely busy online advertising team.

I have worked with many bluechip clients during my time at Soup including, Aviva, Startrite, RBS, The One Account, Swinton, COI, NTL, Ryvita, Kettlechips and Jordans Cereals, some of which were nominated and won awards from Gramia, EMEE, IVCA and BIMA.

I've produced online advertising campaigns for RAC, Norwich Union, Fujifilm, Sky, Estée Lauder, Revlon, Innocent, Advent, Virginmoney and Kingsmill.

Interests

I'm a keen bass guitar player and play in a 9 piece funk and soul band to audiences at weddings and parties all over Norfolk.

House renovation and DIY also play a major part in my life and I'm currently doing up a previously unloved 1890's cottage with my wife. This gives me a wider appreciation of all things design, not just advertising.

Other interests include two large tropical fish tanks at home, watersports although I could do with some practice and a big kid obsession with Star Wars Lego.

References

Simon Coupe - Director of Soup
simon.coupe@soup.co.uk
0207 7637 2704

Steve Bennet-Day - Creative Director of Soup
steven.bennett-day@soup.co.uk
0207 7637 2704