

# FRED WHEELER

## **Last Exit, Design Director**

*New York. Feb 2003 – Present*

- Over 10 years of design experience with a focus in the digital realm
- Experienced in Brand strategy, interactive advertising, planning, budgeting, project management, information architecture and graphic design (interactive, motion & print)
- Worked on a wide range of client accounts across multiple industry sectors, including: Viacom, Paramount Pictures, Toyota, Piaggio, Best Buy, Staples, Cadbury Adams, British Telecom, and many more
- Managed teams of designers, developers and project managers
- Core understanding of interactive technology, web & mobile
- Accustomed to working in a fast paced - deadline driven environment

## **Deepend New York, Senior Graphic Designer**

*New York, July 2001 – Feb 2003*

- Graphic design for world wide web, interactive advertising, animation, motion graphics, print
- Online & offline branding design
- Deepgroup “worldwide brand guardian” ensuring brand consistency and guideline compliance across all print and digital communications
- Time management in consistently meeting client expectations on deadlines

## **Deepend London, Designer - Senior Graphic Designer**

*U.K. July 1998 – July 2001*

- Graphic design for world wide web, interactive advertising, interactive television and print
- Branding and its intrinsic value
- Technical understanding of underlying principles of interactive design, including browser compatibility information architecture, and usability

## **Worcester College of Technology - HND Electronic Graphics**

*U.K. July 1996 - July 1998*

## **Software**

Adobe CS4, Flash (Basic Actionscript), QuarkXpress, After Effects, MS Office, Apple iWork

## **Awards / Work Published**

- IMC - best in class, Automotive & Lifestyle, 2008 - Vespa USA
- Design Licks site of the day, 2008 - Vespa USA & Last Exit
- Interactive Design Award, 2002 - Journeys By DJ
- IDN magazine, Feb 2001 - Typographic 56
- Published in design annual, 2001 - Typographic 56
- Macromedia ‘Site of the Day’ Award, 2000 - Malibu Rum
- NCVO Information award, 2000 – B.T. Impact on Society
- Design Week, 1998 - Packaging Solutions Advice Group
- Computer Arts Magazine, 1998 - U.K. Graduate showcase