



## JERRY DAVIS

ART DIRECTOR / DESIGNER / ARTWORKER

Specialising in the graphic simplification of complex ideas with the aid of QuarkXPress, Adobe Creative Suite and a sketch pad.

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Married  
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### EMPLOYMENT TO DATE:

FREELANCE\_LONDON, HEIDELBERG & BRUSSELS  
MARCH 1991\_Present

Most recently, I've been doing conceptual work for [easyFairs](#) (Brussels) time and cost-effective trade shows. I've [designed and artworked packaging](#) for children's games and toys for Character Games Ltd, New Malden; POS pieces for Diageo and Adidas shoes, newsletters for Carlsberg, and working on new business pitches for Osmosis Marketing, Harpenden. [Direct mail](#) for Save the Children. Two-plus years were spent working in-house for SAS International in Heidelberg on a two-week-on, two-week-off basis. SAS makes database software. I conceived and designed everything from [corporate advertising](#) to lapel pins and vehicle livery.

SENIOR ART DIRECTOR\_Business Address Ltd\_LONDON  
June 1989\_March 1991

For this design consultancy, I teamed with the creative director and copywriters to create [advertising and direct mail concepts](#), then art direct the illustrators and photographers. I also worked on the creative and helped present new business pitches. I attended client briefings and presented creative proposals. [Hewlett-Packard](#) was my main client.

FREELANCE ART DIRECTOR\_LONDON  
March 1988\_June 1989

Working primarily for George Hynes & Partners on Dairy Crest, Bermuda Tourist Board and Croydon Borough Council. Also, for Price/Haslam on [tourism account pitches](#).

CREATIVE GROUP HEAD/SENIOR ART DIRECTOR\_Addison Marketing\_LONDON  
May 1985\_March 1988

I was a senior art director for this firm as it underwent two name changes and three addresses in three years. Dodgy accounting practices finally forced the Chetwynds Group to cut it loose. I created [new business pitches](#) with Ian Basell, created and visualised [advertising concepts](#), and designed and briefed brochures and other [below-the-line print](#) to the artworkers.

ART DIRECTOR\_Ash Gupta Advertising, Hall Advertising\_EDINBURGH  
October 1983\_February 1985

I did freelance work for Halls, mainly [concepts and visualising](#). Ash Gupta liked my freelance work so much that they hired me. However, I succumbed to the lure of London.

ART DIRECTOR\_Quinn & Johnson/BBDO\_BOSTON, MASSACHUSETTS, USA  
January 1980\_August 1983

This was my shot at the big leagues, although it was Boston, not New York. I did [print advertising](#) for Honeywell, Teradyne, Raleigh bicycles and Friendly Restaurants. I also did [point-of-sale materials and television](#) for Friendly. Prior to joining Quinn & Johnson, I worked on a wide variety of accounts for large and small agencies, and I was the designer of *AdEast*, a monthly advertising trade [newspaper](#) in Boston.

### INTERESTS:

Travel. Motorcycle touring. Computers (Macintosh). Music. Cinema. [Photography](#).

### WEBSITE:

[www.jerrydavis.co.uk](http://www.jerrydavis.co.uk), or click on the [hyperlinks](#) in this PDF.

## SNAPSHOT

### Experienced:

#### Art Director

Advertising agencies  
Design studios  
In-house corporate

#### Graphic Designer

Design studios  
In-house corporate

#### Artworker

Corporate identity  
Desktop publishing  
Packaging

### Proficient to a professional standard:

QuarkXPress 7  
Photoshop CS3  
Illustrator CS3  
Mac OS troubleshooting

### Experience using:

Dreamweaver  
Adobe GoLive  
Adobe InDesign CS3

### Past clients:

[Access Credit Card](#)  
[AdEast](#) monthly newspaper  
[Argus Press](#)  
[Atlas Recruitment Agency](#)  
[Bose Loudspeakers](#)  
[Budget Tyres & Exhaust](#)  
[Character Games Limited](#)  
[Computer Marketing](#)  
[Control Data](#)  
[Dairy Crest](#)  
[Dexter Shoes](#)  
[Diageo drinks brands](#)  
[Dow Construction Products](#)  
[easyFairs trade shows](#)  
[Engelhard precious metals](#)  
[eNiklas eXPLORE magazine](#)  
[Friendly Restaurants](#)  
[Hewlett-Packard](#)  
[Honeywell Bull](#)  
[Kwik-Fit](#)  
[Louisiana-Pacific](#)  
[Mall Galleries](#)  
[McDonald's Restaurants](#)  
[Nevica skiwear](#)  
[Park Human Resources](#)  
[Raleigh Bicycles](#)  
[Rossignol skis](#)  
[Ruberoid Building Products](#)  
[SAS International](#)  
[Save the Children](#)  
[Shell Oils UK](#)  
[Schöck Isokorb](#)  
[Square Grip steel](#)  
[Stop'n'Steer](#)  
[Teradyne test equipment](#)  
[Tricom Communications](#)