



branding | creative | digital

Andrew Noddings
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Personal Details

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Date of Birth: 9th September 1974

Education and Qualifications:

1995 - 1997 De Montfort University, Leicester.
BA (HONS) Design Management. (2.1)

1993 - 1995 Cleveland College of Art and Design.
HND in Print and Graphic Communications
With 8 Distinctions, 6 Merits.

1991 - 1993 Darlington College of Technology.
B.TEC National Diploma in General Art and Design.

1986 - 1991 Hummersknott Comprehensive School.
GCSE's: Art(A); Design and Communications(A);
Mathematics(C); Double Science(C);
History(C); Information Technology(D).

Past Employment 2007 - 2009

Head of Design and Marketing at Four Communications (Middle East)

Four offers full-service communications to clients throughout the Gulf region from their offices in Abu Dhabi and Dubai. Working on projects in the UAE, Oman, Bahrain and Saudi Arabia. Four have a multi-national team in place - experts who have extensive experience in all marketing communications disciplines. Their full service offer includes public relations, design, digital services, advertising and publishing.

As Head of Design, I managed the highly experienced creative team, working closely with our clients to develop and implement every stage of their marketing plans. From initial strategy, through branding and positioning, audience targeting, advertising campaign creation, execution and reprographic production, to the design and production of sales and marketing collateral. For some clients we took campaigns from initial concept through to the appearance of print, digital and online advertising, others by specific elements of the service.

I also managed work flow between the two studios in London and Dubai - providing a six day a week, twelve hours a day service.

Main clients include, Azizi Investments, Microsoft, DTZ properties, MEED Magazine and Conferences, Jotun Paints, Indigo Properties, Leisurecorp and International Cricket Council (ICC), Mohammed Bin Zayed City (KEO) and Royal Falcon

Past Employment 2004 - 2007

General Manager / Creative Director at Mediagenic

Mediagenic is a boutique studio developing effective communications through various mediums and media to produce results.

The agency has the skills to craft brands, design corporate identities, promote corporate services and products strategically through marketing campaigns be it through advertising, publishing or events. As GM and CD I have taken the agency from producing small leaflet work on a adhoc basis for clients to now having 3 retainership clients, and now positioning the agency as one of the top local independent agencies within Bahrain.

Main clients include, Etisacom (myMore, More Arabia, More Calling Cards), Bahrain Economic Development Board, Gulf Hotel, Bahrain Int. Airport, DTZ properties, Jaguar, Suzuki and Peugeot Bahrain



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Past Employment 2003 - 2004

Art Director at Artograph

Artograph, is a leading Bahrain based design agency specialising in Corporate communications. The agency works predominantly within the area of Corporate id, Annual report, Corporate brochures and marketing communications. My role within Artograph is to generate work from concept stages through to implementation across print, web and conference graphics.

Main clients include, Bahrain International Circuit, Formula 1, The Ritz Carlton, National Bank of Bahrain, National Bank of Kuwait

Past Employment 2001 - 2003

Senior Designer at tmb marketing and communications

tmb is a medium sized full service marketing and communications agency specialising in the creation and delivery of integrated marketing communications programmes to global audiences. My role within tmb is to generate work from concept stages through to implementation across print, web and conference graphics. As senior designer some of my other key responsibilities are to manage the small team of designers, liaise with suppliers, and to be involved in the day to day running of projects.

Main clients include, Hewlett Packard, MG X Power, CBI, BP Amoco, Fiat, Mazda, esp2office and BAA.

Past Employment 2000 - 2001

Graphic Designer at The Creative Pulse

A small multi disciplinary design agency working on projects that range from print, web design and construction, to promotional and CD-Rom projects. My roll within the company was to take responsibility for the overall running, design, production and management of my projects. This also included print buying, and invoicing of these projects. Main clients included, Calvin Klein Cosmetics, Heinz, BP Amoco, BBC World Service, Halcrow, i-witness and ViewSonic.

Past Employment 1998 - 2000

Graphic Designer at University College London

The job involved being responsible for the direction and creation of in-house literature for public use, with close negotiation with the client. It also involved overall management of schedules, budgets and resources for individual projects. Briefs completed included, the Medical School Prospectus, literature design, CD-Rom and Website design.

Personal Profile

Experienced design professional with a great track record across a variety of blue chip accounts and projects, combined with a good print production knowledge. A team player with excellent design, communication and organisational skills, complimented with a enthusiasm to always try to be fresh and experimental.

Interests

I enjoy a wide variety of sports which include Triathlon, Mountain biking and Motorbikes.