



Chris Cleary

Vastly experienced designer and studio all-rounder.

My career has spanned typography, typesetting and print, through to digital design, creative artwork, and retouching. I honed my skills at celebrated digital type foundry, FontShop International (now Monotype). My abilities earned me a permanent role with Publicis London, then with multiple ad agencies via TAG. Freelance followed in 2013, widening my exposure to top agencies still further. Fast-forward, I'm looking for a permanent position, whether in advertising or not. Happy to work remotely, at your offices, or a mix. I'm fast, thorough, versatile — and I look forward to meeting you.

Selected skills/experience:

- email/CRM
- web, mobile & UX
- DM
- visualising
- retouching
- posters
- consulting (both workflow & design)
- presentations
- press ad layout
- POS & outdoor
- typographic branding
- annual reports & brochures
- web banners
- high-end typesetting
- headline copy
- guidelines

Design, visualisation and creative artworking across all media types for varied brands including 3, adidas, Anchor, Argos, British Gas, Dolce & Gabbana, Davidoff Cigars, easyJet, Flybe, Fullers, Gucci, Hugo Boss, Lacoste, Lexus, Nestlé, Samsung, Sky, TalkTalk, Toyota, Vodafone, Virgin Money and Yorkshire Building Society.

Selected achievements:

- helped to set up the Paris arm of The&Partnership, inducting and training permanent staff
- greatly improved workflow at Tag's specialist luxury brand department
- won at NMA Awards as typographer on press ads for COI (the Army)
- generated annual billings upwards of £600,000 p.a. for a former employer
- spent a month as a freelance designer and consultant at Toyota Europe in Brussels, ascertaining the amount and type of permanent resource needed
- created simplified 'quick reference' guidelines for artworkers and designers to use to improve efficiency on several large brands



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Previous employment

Tag Worldwide: 11/2005 – 03/2013

Typographer/designer/creative artworker across Tag's in-house studios.

I was employed as a troubleshooter to intervene where needed at short notice and resolve typography, visualisation, retouching, or artworking issues.

This included assignments at various ad agencies including Publicis, CHI & Partners, Glue, The Box, Krow Communications, Mother, Brooklyn Brothers and 180 Amsterdam.

Publicis (Think Tank): 06/2001 – 11/2005

Typographer/Deputy Design Director (Think Tank was an in-house Creative Development & Brand Management unit servicing the Publicis Groupe).

Styling, development and brand guardian on various accounts including: Allied Domecq, Cadbury, Ericsson, Fidelity, Garnier, Hewlett-Packard, McVities, L'Oreal, Müller, Nestlé, Post Office, Procter & Gamble, Renault, UBS and Wonderbra.

Gargoyle Graphics: 09/2000 – 06/2001

Typographer and Studio Manager.

General design, typography, typesetting, proof-reading and artwork.

Fontworks UK: 02/1992 – 09/2000

Typographer and special projects.

Involved in typeface choices and applications for various clients ranging from advertising to packaging and publishing. Typographical and technical support. Modification and adaptation of typefaces. Design, artwork and print management of type specimen booklets.

Some referees

Mickey Brooks: Studio Director, Tag Worldwide. mickey@tagww.com

Mitchell Gumbley: Creative Consultant. mitch.gumbley@btinternet.com

Simon Derungs: Account Director (UBS), Publicis. simon.derungs@publicis.co.uk

Lynne Tyson: Account Director (Renault), Publicis. lynne.tyson@publicis.co.uk

Joe Graham: Managing Director, Typespec. joe@typespec.co.uk

Neville Brody: Managing Director, Research Studios. nbrody@researchstudios.com



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