



AL HERRING
C/O GOODHOOD 41 CORONET ST,
HOXTON, LONDON N1 6HD

WWW.SUPER-DEFORMED.COM
AL@SUPER-DEFORMED.COM

AUSTRALIAN MOBILE: 0466 915 731



SUMMARY

I am an award-winning freelance illustrator, designer and artworker.
I have been actively working with different agencies across London for the last few years.
I like my tea with milk, one sugar and the bag left in.

FREELANCE

I work as a freelance artworker, designer and illustrator. I've worked with some of London's top agencies including Cartoon Network, Lean Mean Fighting Machine, Global Radio, Poke, Bureaux and Marvellous.

I work both in-house and from my studio in Hoxton.

WORK EXAMPLES

MINISTRY OF SOUND

Over the last few years I have produced creative artworking for packaging, print and email marketing, as well as animated banners in both .SWF and animated gif formats.

GLOBAL

I worked with Global on branding-up their new dating websites to match the rest of their identity. I also artworked posters and flyers for direct marketing, and produced assets for their print and web campaigns.

NOKIA

I've worked on various campaigns for Nokia as a designer / creative artworker for Direct Marketing and POS.

BUREAUX

I worked with london-based Bureaux on graphics for various T-shirts brands aimed at the Youth market .
They looked great!

ORANGE

I produced illustrations and assets for the Orange 'Mob Mates' campaign with UK agency POKE! The assets included a cool little online app (now sadly defunkt) where kids could create character versions of themselves or their mates using elements created by me. I actually saw a few people using these characters as their avatars online which gave me a warm, fuzzy feeling.

YAHOO!

Again working with the guys at POKE, I produced graphics and illustrations for Yahoo's 'anti-spam day' campaign. The brief was to draw characters representing all the worst things on the internet; which was just as fun as it sounds!

VOLVO

I created a 210ft long wall of graphics for Volvo's c30 television campaign. I also created assets for print and web. The campaign was huge and my work was on billboards and buses. My mum was very proud.





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SKILLS

- Flash, Photoshop, InDesign, Dreamweaver and Illustrator.
- Basic knowledge of HTML and Actionscript.
- Working to tight deadlines and client specifications
- Creating entertaining and informative as well as commercial work.

EDUCATION AND AWARDS

BA (HONS) FINE ART

Falmouth College of Art 1998-2001

GNVQ ADVANCED ART AND DESIGN

Richmond upon Thames College 1996 – 1998

D&AD Award

2003 D&AD silver pencil award.
(BBH) Agency / Levis 'Celebration 501' Campaign.

PERSONAL

Achievement:

- Creative outlook with ideas and ambition.
- I absolutely love my job.
- Last pair of eyes on many large-run print jobs.

Creativity:

- Clear signature handwriting, but also able to adapt to different creative styles.
- Experienced in hitting the ground running and deliver under pressure.
- Happy in generating ideas or following existing briefs.

Improvement:

- Sustain continuous improvement.
- Develop totally new strategies.
- Take customers out of their "comfort zones".

Problem Solving:

- Develop non-traditional solutions.
- Excel in creative problem solving.
- Relish working to a loose brief or on a blank canvas.

Fun fact:

- I bring donuts into work every Friday afternoon.

