DAVE ASHBY

Freelance
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LIQUIDLIZARD
CURRICULUM VITAE

ABOUT ME

Hi. My name is Dave Ashby and I am currently working as a freelance digital designer based in North London. I have been working for myself for 4 years now, working on various sized design projects for all types of clients. On a daily basis, I manage projects for large and small agencies, small startups and well established businesses.

The work I create can range from website design, to print, to 3D modeling and video editing. I have over 15 years of design experience, offering my knowledge and expertise of working with all types of clients on projects from start to finish on a freelance basis.

MY QUALIFICATIONS

• BA (Hons) Graphic Design Degree - '1st Class' 3yr (2000-2003) Swindon Art College
• Btec National Diploma Graphic Design - 2yr (1998-2000) Barnfield College (Luton)
• A-Level Art - 1yr (1998-2000) Barnfield College

CREATIVE DIRECTION

My normal process of handling a project, is to meet with the client, understand their needs, come up with a solution and follow that idea through to completion. This usually starts with simple sketches and backup examples of similar projects all packaged within a presentation document. I believe good design works visually as well as functionally, solving a problem.

GRAPHIC DESIGN

My career originally started as a print based graphic designer, working for small agencies creating all type of print media. Since then I have worked on quite literally every kind of print project from branding and business cards all the way up to posters, magazines and billboards.

WEBSITE, MOBILE & APP DESIGN

The main focus over the years, has been as a digital designer creating online projects such as web sites and mobile/tablet applications. Thanks to working along side and being trained by professional web developers, I can build website designs from scratch in HTML, CSS and Javascript. Although my main focus prefers to be the graphic design of online projects. I find having this understanding makes working with web developers much smoother.

3D & DIGITAL ILLUSTRATION

A lot of the agencies I currently work for consider me as a digital illustrator rather than a graphic designer. I often get ask to create visually impressive diagrams and illustrations, or 3D animations to demonstrate the function of a product.

Check out my portfolio for examples of these projects, below or on my website.

PREVIOUS EXPERIENCE

AT A GLANCE

After my studies and getting my 1st class degree in graphic design, I started my design career as a print designer. At the same time, I was learning website design and development working for various design agencies, I moved my focus to digital web design and most recently 3D modeling.

LIQUIDLIZARD (FREELANCE)

Since April 2012, I decided to go full-time freelance, which has given me a huge amount of experience, working with all types of clients and team members. As a designer for hire, I work on all kinds of design projects, while always looking for new work and dealing with daily scheduling to meet client deadlines.

PROCTOR & STEVENSON

April 2011 - January 2012 (Bristol)

My time at Proctors gave me an opportunity to really get involved with the client/agency process first hand. Proctors has over 30 years experience in the design industry. That said, the online social media industry was still quite new in their portfolio and most of the projects I worked on while there, were online web projects where my experience became very useful for coming up with unique ideas for pitching while following through to final results.

TEAMRUBBER

September 2009 - April 2011 (Bristol)

My role as senior designer had me using a wide range of my skills to help deliver some very interesting digital design concepts. Probably the most creative agency I've worked for full-time. Depending on the project, I would sometime be working on my own or sometimes within a team to develop projects such as websites, flash games, promotional videos and lots of social media projects for large well known companies.

The size of the clients and the amount of control I had over projects is probably the most exciting part of this position for me, but I have been told many times that it's my understanding of both online development and good design that got me this role.

DEBUT SPORT

August 2008 - September 2009 (Bristol)

At Debut, my role of senior designer had me handling a range of tasks from designing product visuals for pitches, updating product websites and sending product graphics to China for print. My position involved designing and marketing new toy & sports equipment to large retail companies like Argos, Toys R Us and Amazon. A sort of product design role although my print skills for making presentations and selling products was the heart of this position.

We also had well known product licences such as Umbro and Extreme, where we would send new designs setup as CAD or image files to our factories in China. Who would build our product designs and send the products directly to the stores. I developed the web side of the company to help sell new products at pitches and got the chance to learn CAD to design technical drawings for the factories in China as well.

THE FILTER

April 2007 - July 2008 (Bath)

The Filter was part owned by the 80's legend that is Peter Gabriel, who got together with other investors to build a recommendation engine that could suggest music and entertainment to web users based on their activity (Basically what Last.fm, Spotify and iTunes Genius is today).

My position as lead designer was to work with the design team to come up with a brand that would appeal to young, hip, internet users and work with the development team to bring the actual site to life. This was a great opportunity to work with some big names on a large project in the early days of social media. The team of developers working on the build liked my design approach because I understood what they wanted while I was coming up with awesome design visuals and widgets on the marketing side.

BLUEPOPPY DESIGN AGENCY

January 2006 - March 2007 (Bristol)

My role at BluePoppy was as a junior designer. I often had to work closely with other designers and developers on many projects in a fast-pace environment and it was where I picked up most of my CSS, Actionscript and Javascript knowledge. As a team we created all kinds of creative projects in both print & web and I was encouraged to develop my skills further in coding, animation and film editing.

EM5 DESIGN & ADVERTISING

June 2004 - December 2005 (Bristol)

After looking for a new position in the Swindon area, I was offered a job at Em5 which was located in the centre of Bristol where I had a junior designer position. I learnt a lot of new skills such as typography standards as they had a strong background in print production. The work was usually print and magazine focused but I also got to build a few websites too.

IMS PRINT

September 2003 - March 2004 (London)

After getting my degree, I was living in Luton and travelling to London everyday to work for IMS, a print and design agency where due to a colleague being ill, I became lead designer within my 3rd day! I then took on all print and design responsibilities within the company.

NET4SITE

March 2002 - July 2002 (Cirencester)

My first real employment in design was for a small web agency who managed websites for large corporate companies such as The Woolwich. I got the job on a temporary work experience basis after winning a competition to design a website through my studies.

VARIOUS FREELANCE

1999 - July 2003 (Luton, London, Swindon)

Before and after receiving my degree in Graphic design, I used to take on any design job I could find including posters, flyers, online flash banners and websites on a freelance basis.

EXAMPLES OF PORTFOLIO (3D)

Visit my website for full descriptions

Fourpure Product Renders

Bristol Pride Poster 2015

Freeview Balloon Advert Renders

Bogota Coffee Co. Interior Renders
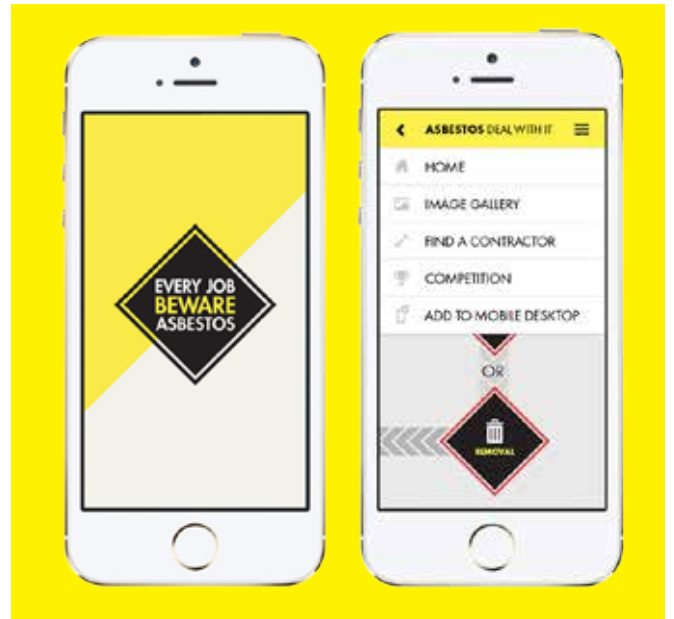

E4 E-Sting Competition

EXAMPLES OF PORTFOLIO (ONLINE / MOBILE)

Visit my website for full descriptions

Assurant Customer Website and E-Newsletter
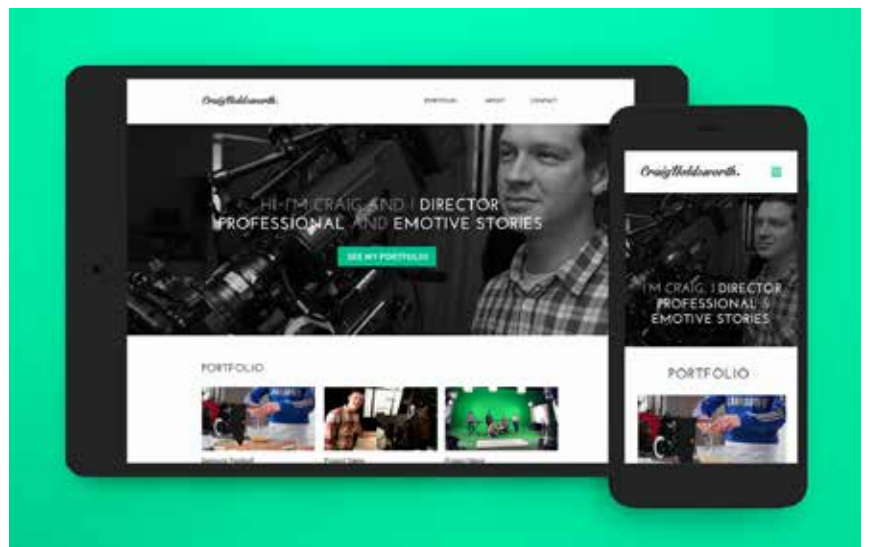

Asbestos Web App

Croft B2B Wholesale Website

Digital Home App Devices
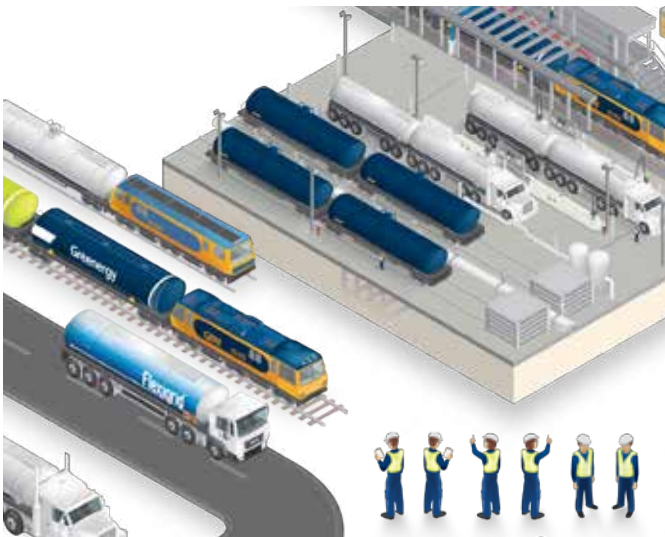

Esc Healthcare App and Branding

Freelance Director Portfolio Responsive Website Project

EXAMPLES OF PORTFOLIO (ILLUSTRATION)

Visit my website for full descriptions

Monster Board Character Illustrations and Board Designs

GreenErgy Annual Report Illustrations

6 Degrees Html5 Animated Illustrations

Healthspan Channel Swim Infographic

Versus Illustration Playing Card Project