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Peter Mock

Motion Graphics Designer

This CV may be kept on file and distributed for employment purposes

PROFILE

Peter is a highly experienced Motion Graphic Designer with nearly 25 years of experience in delivering quality motion graphic design for leading broadcasters and corporations, specialised in cutting edge design, brand development and effective creative solutions. Key strengths include: extensive animation design experience for corporate video, TV News, Sports and social media design; understanding client vision and needs, creative briefing and design leadership; creating bespoke, visually appealing design and animation concepts that align with brand identity and support ongoing client success; creative direction and delivering large projects, ensuring industry and design best practice at each stage of production; and inspiring professional teams to create remarkable design features and animation design for their clients.

KEY SKILLS:

- Motion Graphic Design and Animation
- Creative Briefing, Visualisation and Presentation
- Social Media Animation
- Branding and Advertising
- Team Leadership
- Project Management and Delivery
- TV and Video Production

SOFTWARE SKILLS:

- Adobe Creative Suite CC: After Effects, Photoshop, Illustrator
- Cinema 4D R25
- Trapcode Suite
- Video Copilot Element 3D, Video Copilot Optical Flares
- Apple Pages, Numbers and Keynote
- Microsoft Office
- Mac OS and Windows

CLIENT LIST:

Premier League Production, IMG, BT Sport, Iran International, Thomson Reuters, i24, BBC, CGTN, Sky News, ARISE News, World Rugby, Channel 4, ITV, National Geographic Television, RDF Media, Modern Times Group (MTG), ESPN, Cartoon Network, Mediaset, Freesat, Euro RSCG, Viasat, Disney, Jetix, Scifi Channel UK, Buena Vista International, Citigroup, HSBC, Visa, Glaxo Smith Kline (GSK), Ernest & Young, Nestle, Unilever, The Stars Group, Peroni, Kerry Foods, Tate & Lyle, Cereal Partners, Pernod Ricard UK, Russian Standard, McDonald, GVA, BP, Audi, Microsoft, Skype, O2, Vodafone.

Portfolio: https://vimeo.com/user13380742
Showreel: https://vimeo.com/330970792

EXPERIENCE: Credits

The Stars Group
Design of promotional videos for online games/ live poker events and worldwide adaptations. The output is for TV and Social Media – eg YouTube, Facebook, Instagram, Snapchat.

GFX — Motion Graphic Designer

Iran International My work for a Farsi speaking international news channel engaged me on various skill levels as News Designer to cover the daily coverage, as Art Director to develop and design program packages and as Lead Designer managing a team of six designers.		GFX	Lead Designer
i24 Launch in New York Thomson Reuters asked me to look after their client, the US arm of the Israeli news channel i24. Working from the Reuters office in New York I engaged as an Art Director and Motion Graphic Designer. My task was to create concept and design solutions for various news packages and to negotiate the brand design implementation with senior editorial and production staff.	Thomson Reuters	GFX	Motion Graphic Designer and Art Director
RTTV Designed news graphics for fast turn over on-air usage and developed promo concept for on-air promotion.		GFX	News and Promo Designer
Rugby World Cup Delivered graphic packaging for the Rugby World Cup, extended 'Hall of fame' animated movies, graphic and animation templates and sports tables.	Engage Sports Media	GFX	Art Director
BBC Media Action Delivered hands-on design training in visual journalism in Tunis, Tunisia to young journalists and designers.		GFX	Design Trainer
Various Football Delivered branding and graphics elements for the FIFA World Cup, the African Cup of Nations and Champions League. Included intro stings, studio walls, animations, graphic and animation templates, on-air graphics and sports tables.	Arise News	GFX	Art Director
Showbiz Weekly Created full graphics package; logo, studio wall, lower thirds, transitions and animated backgrounds.		GFX	Art Director and Graphic Designer
Oscars and Cannes Film Festival Designed studio / wall graphics, nomination / awards announcements and stylistic elements for the Oscars and the Cannes Film Festival.	Arise News	GFX	Art Director and Designer
London Fashion Week Created program identity and graphic packaging for London Fashion Week including sting, studio wall, and additional print and televised content.	Arise News	GFX	Art Director and Designer
Burson Marsteller Designed a series of videos for the international presidency of CMAS (World Confederation of Underwater Activities).		GFX	Art Director and Animation Team Leader
Modern Times Group Designed annual investor's presentation.		GFX	Art Director and Designer
D-day Landing Anniversary Events Delivered televised graphic elements for the 70 year D-day Landing anniversary events.	Arise News	GFX	Art Director and Animator
Freesat Designed the user journey animation for interactive TV interfaces in line with existing brand design guide lines.		GFX	Animation Designer
Skype Designed new interface animations for mobile and PC.		GFX	Animation Designer
Sportsdirect.com Designed several advertising campaign solutions.		GFX	Art director
The Only Way is Essex Designed Promos for 'The Only Way is Essex'.	ITV Studios	GFX	Art director
Sock TV Animations and video compositions for an entertainment show called 'Sock TV'.	Cartoon Network	GFX	Animator

Banana Split Productions Created engaging Digital Escalator Panels (DEP) with continued narrative themes and advertising concepts.		GFX	Art Director and Animation Designer
McDonald's Created a presentation for McDonald's outlining narrative development during long term implementation of a new corporate identity.	Burson Marsteller	GFX	Art Director and Designer
GlaxoSmithKline Designed 45 training videos.		GFX	Art Director and Video Expert:
Actis Special effects for promotional video.		GFX	Animator
BBC Media Action Demonstrating proper application and integration of information design to support live news production.		GFX	Broadcast Design trainer and teacher
SciFi Channel UK Developed and implemented of a corporate design for on and off screen usage and create a style guide for future design development.		GFX	Branding Designer
Sky News Designed various news graphics.		GFX	Graphic Designer
BP and BBC Worldwide Created corporate logo animations.		GFX	Motion Graphic Designer
Everyone's A Winner Lead animator for show 'Everyone's A Winner'. A one-off program produced by the BBC, required a powerful opener to the show. Engaged as Art Director to manage opening sequence, blue screen filming & graphic elements. Conducted meeting with BBC to outline requirements; defined brief and timelines; created extensive storyboards; refined storyboards with client; directed blue screen filming; and managed development of large animation sequences. Succeeded in completing project on time, receiving strong feedback from the BBC in terms of quality and professional delivery.	BBC	GFX	Art Director and Animator
BBC Delivered motion design for 'Sports Personality of the Year 2006', including design of a BBC video homage to Michael Schumacher feat. Murray Walker.		GFX	Art Director and Animator
Need to Know Created program identity and developed graphic elements for the BBC show 'Need to Know'.	BBC	GFX	Branding and Advertising Specialist
Teacher's TV Created channel brander and promo designs.		GFX	Art Director
FITCH Created 3D animation and commercial presentation.		GFX	Animator
The Sound Sanctuary Designed music promo concepts and storyboard.		GFX	Art Director

EDUCATION

• Certified NLP Master Practitioner

• MBA equivalent (Diplom Communications Volkswirt) – Communication in Social and Economic Contexts, University of the Arts, Berlin (Grade: 1.0)

• BA in Graphic and Media Design, London College of Printing

ADDITIONAL INFO

AWARDS

1999: Design Week: shortlisted in the Screen Graphics category

1998: D&AD Student award: shortlisted in the Photography category

1996: ADC-awards (German Art Directors Club): shortlisted in the Direct Marketing category

Location: London (will travel)

Languages: English (fluent), German (native speaker), French (working knowledge)

EXPERIENCE: Employment

March 2008 - to present

Freelance Art Director, Motion Graphic Designer & Design Consultant
Various Clients
• Currently operating as a freelance Art Director and Motion Graphic Designer for TV, News, Corporate, Social Media and Design college tutor, delivering projects for clients including Visa, The Stars Group, BT Sport, IMG, Premier League Production, CGTN, Iran International, Thomson Reuters, i24, ITV, World Rugby, Arise News and the BBC. • The role focuses on professional delivery of design projects, leading the creation of vibrant, exciting and bespoke graphic solutions that meet, support and enhance client requirements. • Conduct high level client consultations to define the design, animation and brand development brief, formalise requirements and build a clear project timescale. • Lead a team of Graphic Designers/ Animators, developing design plans and spearheading the creation of design/ animation concepts. • Oversee the creation of design/ animation material, including collaboration, design, proofing/ revisions and project management. • Support adoption and development of brand design standards. • Supervise Design Trainees, Producers and Journalists in the creation and application of professional information design in live news productions.

June 2007 - March 2008

Head of Design
Marlow Productions Ltd
• Marlow Productions provide sales support, process optimisation and business development strategies for clients including Unilever, Tesco's, Sainsbury's - delivering tailored solutions focused at the point of sale. • As Head of Design, worked closely with large clients and took full responsibility for the timely delivery of design elements within B2B and B2C marketing solutions. • Managed a designer, editor and external freelancers, overseeing the delivery of high quality graphic design and video development, ensuring alignment with the creative brief. • Consulted on the company's brand development and updated design resources, including creation of in-house design guidelines and best practice design templates. • Coordinated team design work schedules and managed full design projects. • Oversaw Art Direction of the video campaign for GVA's young talent recruitment. • Designed video, web and PowerPoint sales strategy presentations for Peroni, Kerry Foods, Unilever, Tate & Lyle, Nestle and Cereal Partners.

March 2003 - May 2007

Independent Graphic and Motion Graphic Designer
Various Clients
• As print, online and motion graphics professional, worked closely with clients to produce design and animation solutions that enhanced brand value and brought concepts to life.