



ANTHONY BOULTON

DESIGN DIRECTOR

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WHO AM I

I am an Australian Designer now happily living and working in London for over 15 years. I am not a biased designer, I'll give anything a go, but I do enjoy an integrated brief – mixing old school print with new age digital, then watching it all come together. When I was young I always had the need to draw and create, now it has followed me through to adulthood as my passion and career. Presently, I work as a Design Director at McCann Health (London), and in my spare time I'm a gallery pest, movie critic, home decorator, high street shopper, amateur Picasso and a loyal friend.

WHAT I HAVE DONE

2018 - Current : Permanent

Design Director at McCann Health (London)
Lead designer and director for
the design department

2016 - 2018 : Permanent

Head of Design at HeyHuman & Closer (London)
Lead designer and manager for
the design department

2014 - 2015 : Permanent

Senior Designer at HeyHuman & Closer (London)
Integrated design for large
ATL/TTL campaign advertising

2013 - 2014 : Permanent

Senior Digital Designer at BCL (London)
Digital Designer for Sony Xperia UK

2012 - 2013 : Freelance

Integrated Designer at MRM Meteorite McCann (London)
Advertising and retail design for
in-store and online.

2009 - 2012 : Freelance

Creative Designer/Artworker at Sapient Nitro (London)
Digital design, app design, direct mail
design, retail design.

2008 - 2009 : Freelance

Creative Artworker at Coles Myers Ltd (Melbourne)
Catalogue & magazine design

WHAT I CAN DO

Adobe Photoshop

Retouching, photo manipulation,
3D visualising, basic video editing

Adobe Illustrator

Vector illustration
and manipulation

Adobe InDesign

Single or multi-page document
creation, Artworking for print

Keynote, Microsoft & Powerpoint

Presentation design

HTML/FIGMA

An understanding of how code
works for online design

After Effects/Premier

An understanding of video and
animation editing for motion

Sketching & Drawing

Illustration and scamping skills.
An old skill, but a good skill.

WHAT ELSE HAVE I DONE

VCCP Freelance Creative Artworker

O2 in-store retail

AUDIENCE MEDIA Freelance Designer

Magazine cover design

DRUM PHP Ltd Freelance Designer

Marc Jacobs OOH and visualising

CHERRY Freelance Designer

Malibu web assets & print design

FKC Freelance Designer

Leap Frog/Papa Johns email & web assets

MARINAS TRAVEL Freelance Designer

Trade show stands and assets

AWARD WINS

CREATIVE CIRCLE:

6x Gold for ASTi - Tear Couture

1x Bronze - The EnvironMental Issue

CREATIVE FLOOR:

2x Winner - ASTi - Tear Couture

2x Winner - The EnvironMental Issue

1x Best Tablet App - Nurofen Express

1x Best Digital Aid - Nurofen Express

1x Best Art Direction - Janssen PAH

DRUM MAA:

1x Best International Campaign - Guinness Football, Every Minute Made of Black

THE GLOBAL AWARDS:

1x Best User Experience - Nurofen Express

1x Best Sales Aids - Nurofen Express

CLIO

1x Bronze Disease Awareness & Advocacy - The EnviroMental Issue

NEW YORK FESTIVALS ADVERTISING AWARDS:

1 x Digital Bronze - Nurofen Express

PM SOCIETY:

1x Gold Best Sales Aid - Nurofen Express eDetail

WHAT I'VE LEARNT

1997 - 1998

Central Gippsland Institute of TAFE Diploma of Arts

- Graphic Design

1999 - 2001

University of Ballarat Bachelor of Arts

- Graphic Design/Multimedia

WHAT I AM GOOD AT

Being a multi-disciplinary designer means I've been able to work on a variety of projects over the past 15+ years, each with their own challenges and problems to solve. It's getting to know the big idea and being able to bring that to visual life - that's my idea of fun! I've worked on top brands such as Guinness (Africa), Sony Mobile, Sky TV, Costa Coffee, Unilever, Mondelez, Nurofen, Janssen, Merck, Dentsply, Heath & Heather Tea for local and global markets. I primarily worked in advertising, lending my hand to campaigns, branding, print, digital, packaging, social and experiential. I've been described as an avid observer, obsessed with detail, drawing inspiration from things I see, hear or experience. Usually day-to-day situations, be it big or small. As Design Director at McCann Health, a highlight of my job is managing and working with younger designers, helping them grow and understand the fundamentals of our creative industry.

WHAT I ENJOY DOING

Although I'm called a workaholic, I do enjoy my downtime, but I always have this feeling of being creative. Whether it's being inspired by shows on the BBC, or something I see in a museum or gallery, or just scrolling through Pinterest. I enjoy illustrating and painting, something I've always done from a young age, first inspired by comic books. If I'm not out and about, you'll find me pottering around my garden. It helps keep me grounded.

REFERENCES AVAILABLE UPON REQUEST

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