

BIG IDEAS.

Hi, I'm Alex Woodcock and I'm an Art Director and Designer.

I've spent my entire life in and around advertising, growing up in an agency in the 80s in a kind of cabin-boy capacity having been born to a long line of Creative Directors, Art Directors and Designers*. Since graduating from Chelsea College of art (by way of a 2 year deferment touring with my old college band) I've now racked up 5 years of industry experience working in and around London providing creative solutions in a deadline driven environment. I've worked on campaigns for everyone from multinational blue chip organisations like The BBC, Barclays, T-Mobile and Universal music - through to unsigned bands and the lovely old lady that designed my mums' garden.

Unbound by medium, I'm as happy creating big concepts for digital marketing (websites, social media, experiential or banner campaigns), as for traditional TV, Radio and Print. Spending the majority of the past two years working in digital, I've stayed

*“Sometimes a Facebook page is what you want... but is it really what you need?”
To me when a client comes in with a pre written brief it's like an attempted suicide;
they don't actually want to die, it's just a call for help.*

It's up to us to interpret what their problem really is and whether what they're asking for is actually what they're after.

constantly in the loop on which tools and technologies are available, but remain adamant that the message always outweighs the medium, although obviously it's the perfect blend that's 'where it's at'. Confident client facing whilst either presenting pitches or just handing over the keys on a job well done, I'm a bold, ambitious personable 'creative' with a firm belief that everything can be made better and I'm poised and ready for action...

As an Art Director with a background in design and production, rolling up my sleeves and mucking in is no problem. I've a keen eye for detail and high level skills in Photoshop, Illustrator, Indesign, plus even a little HTML, CSS and Flash.

I have a great passion for words and love to kick it about and contribute to the copywriting despite having been blessed with dyslexia, a gift for which I'm genuinely grateful; praise dog for spell check.

As an accomplished musician, I love anything to do with music, be it writing, performing, listening or designing for it. That said, I do have a recurring nightmare of being a guitarist in a reggae band... always just on the off beat, shudddeerrr. I've been signed twice, had several releases and toured extensively around the UK and across Europe. My crowning glory was having one of my songs used inaudibly as background music for a bar scene in 'Kings' on NBC starring old Lovejoy himself Ian McShane . I've also produced remixes for the likes of Elbow, Snow Patrol, Marina & The Diamonds and a load of other people no one's ever heard of.

I love life, I love to make things, to be a part of great things, to touch, hold and own things... and I hate the idea of missing out. I want to be where great work is being produced, to help, nurture and be a part of it.

* and Calligraphers, Printers, Teachers, Green Grocers, Bus Drivers and...

CLINIC London

June 2010 - Present

Conceptual Creative Designer
Barclays, Universal Music, Red Pages/Ent News, Cisco Systems, TMI (Boomerang, Cartoon Network ect) Arsenal FC, Twilight/Little Brown publishing & more.

SAATCHI & SAATCHI London

May 2010 - June 2010

Freelance Digital Designer.
Visa, T-mobile & Walls Sausage.

ALEX WOODCOCK London

Sept 2007 - May 2010

Art Direction and design for web, print, direct email and social networking for: Music, Media and Luxury lifestyle.

3 FISH IN A TREE London

Jan 2010 - May 2010

Graphic Designer
2012 olympic pitch for Cisco & Addidas.

ELLE DECORATION London

2009

Freelance Graphic Designer
Editorial layouts.

BLACK RECORDS London

2008-2010

Art Director & Designer
Print, Packaging, Web, Social Networking, Direct Mail.

CREATIVE DIRECTION LTD

Hertfordshire

Jun 2007 - May 2010

Print & Digital Designer
Chevron Texico, Price Waterhouse Coopers, Nissan Finance & St Dalfours

For examples of my work visit:

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