

# Tim Mustoe

Award-winning digital art director with leadership skills and print experience

Location: London  
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I'm an experienced graphic designer with commercial and strategic awareness, currently working in corporate marketing, seeking progression to team leader or design director within a large agency or in-house creative team.

Directing projects for FTSE100 companies through to startups, I have developed a broad online and offline skillset including a proven ability to lead teams and sell concepts to clients. I have driven creative programmes from initial ideas through to completion, and by forging close working relationships, I have attained an impressive client retention rate.

In my current role I have revolutionised aspects of agency processes, including pioneering internal video production, implementing new UX/UI design methods and steering the agency's approach to corporate communications resulting in increased client satisfaction and more efficient use of internal resources. As a team leader and mentor I have helped colleagues develop their skills in different directions, such as digital, corporate reporting and video direction.

I'm now looking to secure a role where the 15 years' marketing and design experience and skills I have amassed can be a positive disruptor within a larger organisation, enabling me to drive significant change and innovation.

## Skills

Graphic design	● ● ● ● ● ● ● ● ● ●	9/10
	Extensive experience in designing marketing and communications collateral for online and offline	
Ideation	● ● ● ● ● ● ● ● ● ●	9/10
	Creating engaging and accurate visual concepts that meet brand guidelines	
UI, UX design	● ● ● ● ● ● ● ● ● ●	7/10
	Interface design, element collaging, wireframing and prototyping for agile design workflows	
Video production	● ● ● ● ● ● ● ● ● ●	8/10
	Extensive experience in directing video for corporate and content marketing campaigns	
Team leadership	● ● ● ● ● ● ● ● ● ●	8/10
	Briefing, coordinating and mentoring up to 10 team members, while maximising tight budgets	
Client facing	● ● ● ● ● ● ● ● ● ●	9/10
	10+ years of presenting to and liaising with clients at senior and C-suite levels	
Software	● ● ● ● ● ● ● ● ● ●	9/10
	Abope Creative Suite: InDesign, Photoshop, Illustrator, Acrobat for online and offline visuals, inVision, MS Office, Keynote	

## Significant clients



Renewi plc



Barclays UK



Royal London



EY



Brooks Macdonald



Grosvenor Estates

## Work experience

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### Art Director

11/2010 – date

Wardour Communications Ltd, London

- ▶ Creating compelling communications for B2B, investor and consumer audiences
  - ▶ Integrating rich media into stakeholder communications including animation and video
  - ▶ Overseeing and coordinating teams of designers, developers, animators and writers
  - ▶ Established new video production methods, resulting in huge margin gains
  - ▶ Pioneered new digital design methods resulting in more efficient use of design resources
  - ▶ Mentor to junior team members resulting in increased capability and capacity for the team
  - ▶ Cultivator of working relationships with clients resulting in high rate of client retention
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### Senior Designer

11/2009 – 07/2010

Carnegie Orr Ltd, London

9 month contract

- ▶ Creating compelling communications for B2B, investor and stakeholder audiences
  - ▶ Interpreting key messages and corporate strategies as part of the creative process
  - ▶ Mentoring junior team members
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### Director

01/2008 – 11/2010

Tim Mustoe Design Ltd, London

- ▶ Providing creative services to clients and agencies
  - ▶ Forging new client and supplier relationships
  - ▶ Owning and administering a Limited Company for almost 3 years
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### Designer – Senior Designer

09/2002 – 01/2008

Addison Corporate Marketing Ltd, London

- ▶ Creating compelling corporate communications concepts for FTSE and Blue Chip clients
  - ▶ Interpreting key messages and corporate strategies as part of the creative process
  - ▶ Leading and mentoring junior team members
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## Education

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### BSc(Hons) Biological Imaging

1996 – 1999

University of Derby

- ▶ Graphic design, multimedia production, illustration, photography, film-making
  - ▶ Wildlife, medical and biological subjects
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## Contact

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Online portfolio

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References on request