

Simon James Fletcher

c: +1 (734) 845-4802

e: fletcher.simonjames@gmail.com

w: fffletcher.com

Key Skills

Maxon Cinema 4D:
Mograph, X-Particles,
Adobe Creative Suite:
After Effects, Illustrator,
Photoshop, Premier.
Final Cut Pro (Apple Certified)
Final Cut Server (Apple Certified)
DVD Studio Pro
Retrospect
Traditional Stop-frame Animation Skills
Excellent Artworking Skills
Creative thinker

Select Achievements

The Blades Awards 2011

Shortlisted: TV / Viral Category

Deconstruction Records:

Art & Rubbish for the Dancing Masses

Music Video Awards 2010

Shortlisted: Best TV Commercial Category

Sony Music:

Glenn Miller- The Very Best Of

Clients Include

Sony UK
Heineken
Samsung
Kia Motors
Volkswagen
Rakuten Global
Cineworld Cinemas
Levis®
Sony Music
Universal Music
Warner Music Group
Closelook Inc
Tendo Communications
NextGen Climate
Peugeot
Toca Boca
The National Maritime Museum
Mother London
The Marketing Store London
Hometown London
BD Network
Exposure Europe
David & Goliath
Freud Communications
Bullet Proof Design

Education

1999–2002 Kingston University
BA Hons Illustration and Animation
1998–1999 Wimbledon School of Art
Foundation in Art and Design
1993–1998 St. John's School, Leatherhead
3 A Levels

Employment & Experience

July '12– Present

Freelance Motion Graphics Artist:

London – San Francisco – Chicago

For the last seven years I have been employed by a number of advertising and digital marketing agencies, production companies, and non-profit organisations to create high-quality motion graphics for commercial, corporate, and promotional usage. The roles have varied in their degree of responsibility and; as a self-driven worker I can work equally well on my own, under direction, or as part of a larger team. I have a proven ability to get the work done on time and to the client's satisfaction.

I have worked for clients and agencies in across a number of different industry sectors including: Pharmaceutical, Financial, Automotive, Entertainment, Clothing, and Food. I am confident in my ability to interpret a brief and captivate different demographics across a range of industry sectors.

February '16– June '18

Fletcher & Company LLC- San Francisco (USA)

Director:

Founder and director of Fletcher & Company LLC, a motion graphics and design studio serving national and international clients.

October '12– December '14

ffFletcher Design Ltd- London (UK)

Director:

Freelance Art Direction, Motion Graphics & Design.

October '08– July '12

Factory Studios Ltd- London (UK)

Art Director:

As Art Director I oversaw the creative output of all aspects of the production department across digital and print media, responsibilities included:

Creating high-end graphical commercials, corporate pieces, brand identities and assets.

Specialising in animation, motion graphics and compositing. Incorporating dynamic combinations of 2D and 3D software packages as well as traditional stop frame skills. Resulting in nominations for two national advertising awards - the first in the department's history.

Directing and leading a team of freelance artworkers and motion graphics designers through concurrent projects ensuring punctual final delivery.

Implementing "best-practice" workflow procedures and file management systems across the department.

Evaluating the departmental needs on a project by project basis, hiring freelancers as and when necessary to ensure a successful outcome to each brief.

Evaluating budgetary constraints to advise on the most appropriate but ambitious response to the brief.

Preparing detailed storyboards and animatics for pitches.

Pitching to clients.

Working collaboratively and liaising with in-house editors, sound engineers, producers as well as directly with client account managers.

Having an active role in new hires and the expansion of the department.

Train junior members of staff on software packages.