Ramon Blake Guthrie

Motion Graphic Designer / 3D Artist / Video Editor / UI Designer / Digital Designer

**Nationality:** British

**Birth place:** London/England

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BIO /

I am a Senior Creative Designer, I specialise in Motion Graphics, 3D Design, Video Editing, Pre-viz & UI / Digital Design and I am interested in roles in Future Technologies, Automotive, Aerospace, Augmented Reality, Virtual Reality, Media advertising, Fintech, Fashion, TV and Film sectors. I have over 18 years' experience in the creative industry working in agency-side and client-side environments and I have had the opportunity to work with some amazing brands like **Sony, Timberland, Champion, McDonald's, Cisco, Lloyds, Hive, Halifax, ITG, British Gas, British Land, Ford, KIA, MG, Honda and Bentley Motors** through-out my career.

I regularly attend creative, technology talks, meetups and events to help inspire me. I enjoy motivating people, problem-solving and always looking for new opportunities to develop as a creative.  
  
SOFTWARE SKILLS AND EXPERIENCE /

**Video editing, Effects & Sound**: Adobe After Effects (Boris FX, Video Copilot & Trapcode Suite plugins), Adobe Premiere Pro, Composite, Adobe Media Encoder and Adobe Audition.

**3D modelling, Lighting & Animation**: 3D Studio Max (*V-ray, Corona Renderer, MentalRay, iRay, Octane and Maxwellrender*), Cinema 4D (*Octane, V-ray and Corona and plugins*), LightWave, Blender, Zbrush, Modo, Keyshot, Adobe Fuse and Poser.

**Graphic Design**: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Lightroom, Painter and SketchBook.

**Multimedia, Web Design and UI**: Dreamweaver, Adobe Animate, Adobe XD, Sketch, Zeplin, Invision, Canva, Spark AR, ActionScript, HTML5, CSS3, Bootstrap, SVG animation and PowerPoint animations.

**Operating Systems**: Windows and Mac

**Skills Metrix**: Motion FX, 3D Animation, 2D Animation, Video Editing, Motion Graphics, Storyboarding, Compositing, Retouching & Matte Painting, 3D Lighting TD, Texturing/Surface Baking & UV mapping, Game engine (UE4, Unity), Render Farm management, UI Design, Icon Design, Logo Design, Infographics, Illustration, Package Design, Layout Design and Digital Photography.

### WORK EXPERIENCE / EG+ Worldwide March 9th 2020 - *current role!* Role: Senior Motion Designer Location: London, UK

### Duties:

* Produced a variety of marketing videos from TV Adverts to How-to guides for well-known brands such as Lloyds, Halifax, ITG, British Gas, Hive and Omnicom Group.
* Produced videos that can be dynamically scaled, coloured and customised.
* Worked on and produced animations for winning pitches for Lego, Sony and Peugeot.
* Packages used for production are **Photoshop, Illustrator, Adobe XD, After Effects, Premiere and Cinema 4D.**
* URLs <https://www.egplusww.com>

### PHM Group Ltd Smart Solutions March 18th 2019 - *(1-year permanent contract)* Role: Lead Motion Designer & Digital Designer Location: London, UK

### Duties:

* Producing live videos that can be dynamically scaled and translated into multiple languages for clients such as Ford, KIA and MG Motors.
* Responsible for concept designs, storyboarding and animatics.
* Providing Look dev car animations, car rigging, video editing and compositing.
* Producing 3D/2D Animations for training, eLearning, Out of Home campaign's and social channels in multiple formats.
* Providing Website and Mobile app support with wireframes for user journeys, producing UI elements, components, style guides and creating live mock-ups.
* Packages used for production are **Photoshop, Illustrator, Adobe XD, Sketch, After Effects, Premiere, Cinema 4D and Blender.**
* URLs <https://www.phm.co.uk>

### SeenDisplays October 31st 2018 *(2months)* Role: Senior Freelance Motion Designer & Video Editor Location: London, UK

### Duties:

* Produced animations for pop-up retail displays for brands like Timberland and Champion.
* I oversaw concept designs, storyboarding, 3D modelling and compositing.
* Packages used for production are **Photoshop, Illustrator, After Effects, Premiere and Cinema 4D.**
* URLs <https://www.seendisplays.com>

### Avantgarde September 5th 2018 *(2months)* Role: Lead Freelance Motion Graphics Designer Location: London, UK

### Duties:

* Produced animatics and pre-vis designs for presentations for brands like Honda and Bentley Motors.
* Designing staging and lighting animation concepts for annual car exhibition shows.
* Packages used for production are **Photoshop, Illustrator, After Effects, Premiere and Cinema 4D.**
* URLs <https://www.avantgarde-uk.com>

### William Hill August 1st 2018 *(2months)* Role: Freelance UI Motion Graphics Designer Location: London, UK

### Duties:

* Responsible for designing landing pages in multiple languages at different breakpoints (High Display monitors, Desktop, Tablet & Mobile Devices) to assist the UX and Dev teams to push these pages to Live.
* Designed gambling assets as well as producing social content for Instagram, Facebook and Twitter.
* Packages used for production are **Photoshop, Illustrator, After Effects, Bodymovin, Sketch, Zeplin, Invision and Jera.**

### StepStone UK (formally Totaljobs Group) July 2014-2018 *(4-years permanent contract)* Role: Creative Digital Designer / Motion Graphics Designer Location: London, UK

### Duties:

* Working with all stakeholders to maintain brand consistency across all the \*vertical job boards *([totaljobs](https://www.totaljobs.com/),* [*CareerStructure*](https://www.careerstructure.com/)*,* [*Caterer.com*](https://www.caterer.com/)*,* [*Catererglobal.com*](http://www.catererglobal.com/)*,* [*CWJobs*](https://www.cwjobs.co.uk/)*,* [*RetailChoice*](https://www.retailchoice.com/)*,* [*Milkround*](https://www.milkround.com/) *&* [*Jobsite*](http://www.jobsite.co.uk/) *)* which includes fonts, colours, imagery, layouts and tone of voice.
* Working as part of a collaborative UX team, providing team support and solutions, from concepts, mock-ups to designing templates for all sectors within the company.
* Designed all the iconography which helped boost productivity as these was used in all the \*vertical job boards’ websites, landing pages, emails, advertising, sales and marketing collateral.
* Produced brand logo ident animations for all the \*vertical job boards:[*please see link for logo animations.*](https://www.youtube.com/watch?v=3QELgKJAyMU&list=PLRrPeAJ-NVNNBMSY_DktzgvKy4GlHvfs9)
* Responsible for creating motion graphic videos and accompanying assets for all the videos for social media brand channels and producing animations for sponsored Football club Portsmouth stadium for the LED boards and large stadium screen displays.
* Designed all the desktop and mobile banner advertisement displays *(in formats Flash, HTML5, CSS animations and Gifs)* Jobseeker and Recruiter facing for all the job boards, while maintaining brand consistency which increased traffic and revenue.
* Producing and creating presentation collateral for Project Owners, Marketing teams, Sales teams and Tech teams across all the \*vertical job boards.
* I produced all the presentation collateral as well as creating content for external events, presentations, posters, pull-up banners, stands and social media assets for all \*vertical job boards.
* With a strong relationship with the Events & Marketing team, I worked on external company Awards shows and Out of home campaigns which featured large digital displays, terminal to train advertisements across the UK.
* I was responsible for all the Internal comms, maintaining and scheduling content for all Comm-screens across all the office regions, this also involves creating business cards, letterheads, weekly and monthly email newsletters.
* Packages used for production are **Photoshop, Illustrator, Indesign, Dreamweaver, Muse, Adobe Animate, Cinema 4D, After Effects, Premiere, Adobe Media Encoder & Microsoft Office Suite.**
* URLs [totaljobs.com](https://www.totaljobs.com/), [CareerStructure.com](https://www.careerstructure.com/), [Caterer.com](https://www.caterer.com/), [Catererglobal.com](http://www.catererglobal.com/), [CWJobs.co.uk](https://www.cwjobs.co.uk/), [RetailChoice.com](https://www.retailchoice.com/), [Milkround.com](https://www.milkround.com/) & [Jobsite.co.uk](http://www.jobsite.co.uk/)

### Wilkinson Eyre Architects August 2013 - June 2014 *(10 months contract)* Role: Senior 3D Visualizer Location: London, UK

### Duties:

* Producing Concept Design, 3D mock-ups & Marketing images for pre-visualization and pre-planning.
* Producing Massing Studies, Technical model sections for Architectural analysis.
* Low/High polygon modelling and from CAD plan drawings using 3Dsmax.
* Camera matching 3D scenes.
* Reduced render times by 50% through using advanced scene optimizations and multi-pass rendering techniques, which helped meet deadlines and increase delivery rates.
* Running a render farm, for producing animations and high quality still images with BackBurner.
* Packages used for production are **3D Studio Max, Rhino, AutoCAD, Cinema 4D, Iray, Vray, Photoshop & After Effects.**
* URLs <http://www.wilkinsoneyre.com>

### Joystick Interactive / Razor Fish UK January 11th - July 2013 *(5 months freelance contract)* Role: Motion Graphics Artist & Compositor Location: London, UK

### Duties:

* Produced a 3D animation, to go alongside a launch of a brand-new product range for **McDonald’s** (the well-known worldwide fast food chain) called **McBites**, to be marketed along with online games, TV and web campaigns for a limited period.
* Produced 3D animation fly-throughs for client sign-off.
* Edited, Graded and composited the animation.
* Packages used for development are **3D Studio max, Vray, Photoshop & After Effects.**
* URLs <http://www.joystickinteractive.com>

### Hex Studios August 16th 2011- December 2012 *(14 months on rolling freelance contract)* Role: Marketing & Animation Artist Location: London, UK

### Duties:

* Produced a 3D animation, to go alongside a launch of a brand-new product range for McDonald’s (the well-known worldwide fast-food chain) called McBites, to be marketed along with online games, TV and web campaigns for a limited period.
* Produced 3D animation fly-throughs for client sign-off.
* In charge of editing, grading and compositing.
* Packages used for development are **3D Studio Max, Vray, Photoshop, Illustrator, After Effects, Dreamweaver & Flash.**

### FK3 June 20th 2011 *(5 week freelance contract)* Role: Flash Designer & Animation Artist Location: London, UK

### Duties:

* Reproduce a concept interactive presentation into a Flash animation to be used online training for **SanDisk**.
* Animation was constructed in After Effects, Flash CS and AS2 was used to call in the slides dynamically when requested for a low bandwidth, optimized web experience.
* Packages used for development are **Photoshop, Illustrator, Microsoft PowerPoint, After Effects, Flash 5.5 and Actionscript 2**
* URLs <http://www.fk3.biz>

### Sit-Up TV April 28th 2011 *(5 days freelance contract)* Role: Motion Designer & Compositor Location: London, UK

### Duties:

* Produced a stylish Promo TV ad with added voiceover to be aired on Bid-Up <http://www.bid.tv>
* Designed Logo and artwork for TV and Marketing campaigns.
* Packages used for development are **Photoshop, Illustrator, After Effects and Premiere Pro**
* URLs <http://www.sit-up.tv>

### Crystal CG International December 10th 2010 *(4 week freelance contract)* Role: Senior Lighting & Animation Artist Location: London, UK

### Duties:

* Produced HD 3D animation fly-throughs for a sponsor of the London 2012 Olympics for Web/Tv campaigns using 3D Studio max, Vray & Vray RT.
* Advanced texturing & UV mapping.
* Advanced Lighting & Rendering, (HDR, GI & Ambient Occlusion style rendering, Non Linear, multi-pass rendering using Mental ray and Vray)
* Running a render farm, for producing animations with BackBurner.
* Packages used for development are **3D Studio Max, Vray, Mentalray, Photoshop, Illustrator and After Effects.**
* URLs <http://www.crystalcg.co.uk> & <http://www.keyframestudios.co.uk>

### XFace April 27th 2010 *(7 Months freelance contract)* Role: GUI Artist & Graphic Designer Location: London, UK

### Duties:

* User Interface (UI) designs for navigations, layouts and buttons.
* Re-designed and produced a user-friendly company website template.
* Producing concept designs, created animated logos & splash screens.

### Image editing and vector artwork design.

* Working with Microsoft Surface touch screen technology.
* Software and skills used in development are **Photoshop, Illustrator, Firework, Dreamweaver, Flash, After Effects & Microsoft SilverLight.**

### URLs <http://www.xface.co.uk>

### Shimmer January 12th 2010 *(4 Months freelance contract)* Role: Head Web Designer Location: London, UK

### Duties:

* Designed and developed a fresh and funky website, for a brand new up and coming, female music artist called Shimmer.
* Updating and maintaining information on the website.
* Frontend and backend site development.
* Designed and developed new a Corporate Identity for Shimmer.
* Integrated streaming music, twitter feeds and media players.

### Software and skills used in development was Photoshop, Fireworks, Flash, Dreamweaver and CSS3.

### URLs <http://www.shimmerbaby.com>

### J.Snobbies Ltd June 2nd - December 2009 *(6 Months freelance contract)* Role: Marketing Strategist and Lead Web Designer Location: London, UK

### Duties:

* Designed and developed a fresh and clean e-commerce website, for a new start-up company.
* Updating and maintaining information on the company’s website.
* Frontend and backend site development.

### Designed and developed new a Corporate Identity for J.Snobbies.

### Designed business cards, leaflets, posters, letterheads and ads.

* Planning marketing PR strategies with the company, street promotion, handouts and organised events.
* Software and skills used in development was **Illustrator, Photoshop, Fireworks, Flash, Dreamweaver and CSS3**.

### URLs <http://www.jsnobbies.com> or <http://www.jsnobbies.co.uk>

### CityScape Ltd June 23rd 2004-2009 *(5 years permanent contact)* Role: Senior Advanced Lighting & Texturing Artist Location: London, UK

### Duties:

* Low/High polygon modelling and organic modelling using 3D Studio Max, LightWave and Zbrush.
* Advanced Lighting & Rendering, (HDR, GI, Toon & Ambient Occlusion style rendering using FPrime, Mental Ray, Vray and Maxwellrender)
* Camera matching to 3D scenes.
* Produced 3D animation fly-throughs for clients using 3D Studio Max and LightWave.
* In charge of game research and development (Serious Gaming, 3D internet and Game Engines).
* Worked with some incredible developers like [*Candy & Candy*](http://www.candyandcandy.com)*,* [*Land Securities*](http://www.landsecurities.com) *&* [*British Land*](http://www.britishland.com) and with the world’s most influential architects such as [*Make*](http://www.makearchitects.com)*,* [*Zaha Hadid*](http://www.zaha-hadid.com)*,* [*KPF*](http://www.kpf.com)*,* [*Ian Simpson*](http://www.iansimpsonarchitects.com)*,* [*Foster + Partners*](http://www.fosterandpartners.com)*,* [*Terry Farrell and Partners*](http://www.terryfarrell.co.uk) *&* [*Fletcher Priest*](http://www.fletcherpriest.com)*.*
* Blended Digital photography with 3D to produce photo-real solutions.
* In charge of running a render farm, for producing animations and large print marketing stills (Butterfly NetRender & BackBurner)
* In charge of image and photo manipulation, retouching and art working.
* Designed, aided and produced maps, plans and business documents.
* Packages used for development are **3D Studio Max, LightWave, Modo, Zbrush, Vray, Maxwellrender, Photoshop, Illustrator, Flash, Dreamweaver and InDesign.**

### URLs <http://www.cityscape3d.com>

### Stimulus Ltd January-May 2004 *(4 Months contract)*

Roles: **Head Web & Graphic Designer** Location: **London, UK**

### Duties:

### Designed and developed a fresh and funky website, for a new start-up company.

### Designed and developed new a Corporate Identity for Stimulus.

* Designed business cards, leaflets, posters, letterheads and ads.
* Website development.
* Packages used for development were **Photoshop, Illustrator, ImageReady, Flash MX and Dreamweaver.**

### URLs <http://www.stimuluspromo.co.uk>

### Churston Heard Ltd August-November 2003 *(3 Months contract)*

Roles: **Art worker & Retouch Designer** Location: **London, UK**

### Duties:

### Designed and produced maps, plans, business documents and brochures.

### In charge of image and photo manipulation, retouching and art working.

* In charge of Reprographics and Printer maintenance
* Used advanced machinery for collating documentation.
* Organising deliveries and Stock.
* Packages used for development were **Illustrator, Photoshop, Microsoft Office, QuarkXpress and Adobe Acrobat / Writer.**
* URLs <http://www.churstonheard.co.uk>

### Bluething Ltd (website & database design, network support & hosting) June 2003

Roles: **Web Designer & Art worker** Location: **London, UK**  
Duties:

### Designed and developed a corporate professional fresh web site, for a new start-up company.

### Website development.

### Having a strong bond with the company I also help to produce sites from other company linked with Bluething.

### Designed a new Corporate Identity for Integer and [www.bluething.co.uk](http://www.bluething.co.uk)

### Packages used for development were 3D studio max, Photoshop, Illustrator, Flash, ImageReady, Firework and Dreamweaver.

### URLs <http://www.bluething.co.uk>

**Yourdiggs (I.T Solutions)** May-December 2002 *(7 Months contract)*

Roles: **Lead Web & Graphic Designer** Location: **London, UK**

Duties:

* Designed and developed corporate professional fresh web sites for a small start-up company.
* Designed business cards, letterheads and ads.
* Designed and developed new Corporate Identities for Yourdiggs.
* Packages used for development were **Photoshop, Illustrator, ImageReady and Dreamweaver.**
* URLs <http://www.yourdiggs.com>

### Freeman Business Information plc July 2001 - May 2002 *(10 Months)*

Roles: **Junior Web & Graphic Designer** Location: **London, UK**

Duties:

* Website development.
* Designed banners for the new look sites [www.freemansnews.com](http://www.freemansnews.com), [www.freemansshop.co.uk](http://www.freemansshop.co.uk) and [www.freemansguide.com](http://www.freemansguide.com).
* Designed a variety of ads with different styles and looks.
* Produced ads with a corporate fill but with elements of fun in the design.
* Designed a new Corporate Identity for [www.freemansguideplus.com](http://www.freemansguideplus.com).
* Packages used for development were **Photoshop, ImageReady, Dreamweaver and Flash.**
* URLs [www.efreeman.co.uk](http://www.efreeman.co.uk)

EDUCATION AND QUALIFICATIONS /

* 1999-2001 Newham College of F.E  
  HND in Graphic Design (Communications) (Distinction)
* 1997-1999 Eastbury 6th form College  
  GNVQ Advanced Art & Design (Distinction)
* 1996-1997 Eastbury 6th form College  
  GNVQ Intermediate Art & Design (Merit)
* 1991-1996 Eastbury Comprehensive School: Six G.C.S.E Passes

REFERENCES /

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