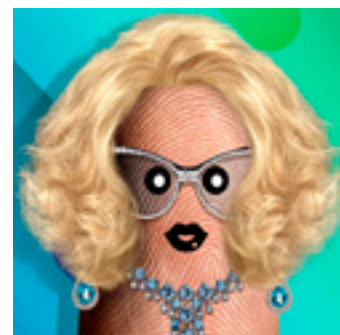
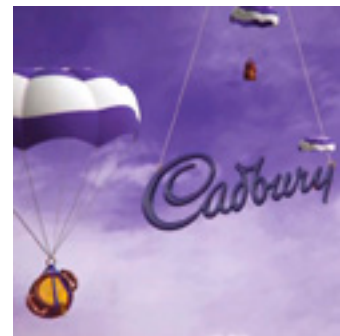
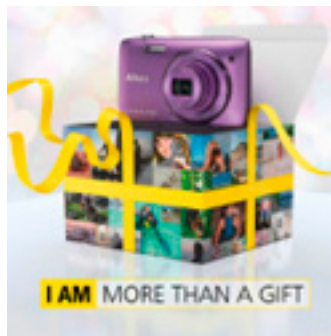




Please click on the image to view my showreel online. Thank you.

David Sydenham Curriculum Vitae



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E-mail david@davidsydenham.com

Profile

I am highly versatile member of the studio team, I'm passionate about producing brilliantly crafted work right from early visualisations to the finished creative. I am happy taking ideas from scamp to visualisation or design through to finished artwork. During my career in design and advertising I've worked on many campaigns from the small and boutique to the large and global, from pin badges to billboards. I work very quickly to tight deadlines under the pressures and high standards you would expect. Being part of world-class global advertising agencies I've worked on many different accounts across a wide variety of disciplines and media including, ATL, BTL, online and print.

Key Skills

3D visualisation, CGI, Photoshop retouching, motion graphics, production and editing of presentations and showreels. I have over 15 years artworking experience so I'm happy to help with any artwork requirements.

Key Software

Adobe CC 2019 Suite including: Indesign, Photoshop, Illustrator, After Effects, Premiere.
Cinema 4D, 3ds Max, Vray 3.5, Working knowledge of Solidworks & Zbrush.

Relevant Work History

Freelance/contract July 2017 – Present

I am fortunate enough to have been working at BBH for the majority of my time as a freelancer, I initially went for 3 days and stayed for 18 months and counting. I continued to use my skills to produce anything from digital sales pieces, online media, visuals for adcepts, motion graphics and editing of showreels and video presentations as well as any design layout and artwork requirements. I have also continued to work with Arc London to produce 3D visualisations and fly-throughs for Pampers, Purina and Heineken. I had a brief artworking stint at TK Maxx producing their christmas in-store communications and window displays including content for their digital display screens and website.

Saatchi & Saatchi X May 2005 – July 2017

Being a member of the busy 3D design/visualisation studio as part of a highly pressurised global advertising agency. I have been rendering 3D visuals for the past 10 years for presentations, pitches and final hi-res CGI. I mainly produced visuals for in-store marketing solutions, POS and events. I also put together showreels, fly-throughs and motion graphic content for pitches, client presentations and awards entries. Early on at my time I was an artworker producing anything from leaflets, packaging, 6 sheets, in-store communications through to billboards, including any hi-res photoshop retouching. Our client list included Toyota, HP, Blue Circle, Nikon, Guinness, Smirnoff, Diageo and P&G including brands such as Ariel, Olay, Head & Shoulders and Pampers.

Oasis Communications April 1999 – April 2005

Whilst at Oasis Communications it grew from being a small agency to one of the largest B2B agencies in London. I was the senior artworker in the company for the majority of that time and was responsible for the entire output of artwork from the print department. I was also responsible for managing of freelancers and the training and development of juniors.

Please visit my website for some examples of work www.davidsydenham.com