

name:

**Fraser Biscomb**<sub>MCS D</sub>

member of the chartered society of designers

career level:

**Senior creative**

creative director > > senior creative art director

experience:

**Over 25 years**

from 1983 to present > > London and Tokyo

## Objectives

To find like-minded companies that I can grow with and contribute to. Companies that enable me to develop and refine myself; creatively, professionally and personally.

The roles I seek are both challenging and rewarding, making use of my acquired skills and at the same time offering new opportunities, skills and insights.

## contact:

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## education:

Paignton High School, South Devon

1974 > > 1979

South Devon School of Art

1979 > > 1982

Concordia University Wisconsin, USA

1988 (Sports scholarship)

5 'O' Levels

1 'A' Level

Diploma Graphic Design

Japanese Language (intermediate)

American University - 3.97 GPA (Deans List)

Level 2 – Kendo and iaido coach

### Career details

Responsibilities include: providing creative vision, leadership, motivation, inspiration and total management for design teams utilising expertise, passion, innovation and creativity.

Involved in developing company and client strategies, providing creative consultation, preparing client proposals and participating in all new business development.

Lead all client presentations and manage and maintain positive client relationships and so creating new opportunities.

Allocation of resources, scheduling, budgeting, preparation of competitive estimates and maximising the productivity and profitability on all projects.

Have proven man management abilities and can communicate effectively and professionally.

Creative concept and design development, client strategy and marketing plans, design department recruitment, design team appraisals, mentoring and training, objective setting and also the initiation and development of systems to ensure the best practices for optimum efficiency.

Devised and implemented an organisational system for tracking projects through studio to billing and forecasting.

Lead all creatives with a hands-on approach

Strong organisational and time management skills

Self motivated

Strong on attention to detail

Traditionally trained

Proactive with a "can-do" attitude

## awards:

CiB **Gold** – BBC Worldwide "Premier News" Magazine 2007

## career:

Freelance (London and Tokyo) Art director	June 2012 >> Present
Freelance (House of Fraser) Art director	June 2010 >> June 2012
Freelance (London and Tokyo) Art director	January 2009 >> present
Bradley Dyer Group Creative director	August 2008 >> December 2009
Think BDW Associate design director	February 2008 >> August 2008
Freelance (London and Tokyo) Art director	July 2006 >> February 2008
Paradigm (Tokyo) Creative director	2002 >> 2006
Freelance Art director	1998 >> 2002
Various design companies	1983 >> 1998

## skills:

Concept, design and presentation

Strong drawing skills, and able to take own hand visuals/scamps and develop them into fully prepared designs for presentation and print on computer

Brand identity, management, implementation and rollout

Visualising, illustration, retouching, artwork and layout

Design, art and photographic direction

Client facing – presentations to board room level

Planning, managing, negotiation and production

Writing catch copy, marketing strategies, estimates, reports and proposals

Design team management, department recruitment, team appraisals, mentoring and training, objective setting

External contractor management and negotiating

Fully understand the print process and digital

Design and function appreciation through 360°, crossing a wide variety of media

## projects:

Corporate and brand identity design – management, policing and implementation

Advertising both B2B and B2C campaigns, brochures, guideline manuals, annual reports and other collateral materials

Direct mail and incentive programs

Magazine and book design

Website design and planning

POS/POP and sales promotion

Signage graphics (interior and exterior) and other event, exhibition and retail requirements

Packaging

Promotional videos

## software:

In-Design, Illustrator, Photoshop – advanced level

Dreamweaver, File Maker Pro and PowerPoint from low to mid level

### Client information

Recent clients have included: House of Fraser, Pearson, McCann Erickson, Collier Capital, Wundermans, BBC, United Nations Japan, Berkeley Homes, G4S, Kaplan, Ernst & Young (Japan), Ritz Carlton Hotels (Japan), JR West (Japan), Isetan Department Store (Japan).

In 2008, I was added to the rostered design company lists of Dentsu, Hakuhodo and McCann Erickson in Japan.

## client industries:

Financial – insurance and reinsurance

Hotels and Resorts

Property

Retail

Communications - landline and mobile

Automotive and train;

Pharmaceutical

NPO's and Charity

FMCG

Sports

Computers and IT

Drinks

Electronics

Theatrical and TV

Recruitment

Embassies

Chamber of Commerce

Airports and more.

#### Interests and general comments

Japanese culture and arts. Started, managed and taught my own aikido club for 7 years before moving to Japan, where I continued my studies of aikido, kendo and iaido.

Currently manage, teach and run a children's kendo club.

I am a non-smoker.

I treat my work in the same way I approach my studies in the Japanese arts – disciplined and committed with a relaxed and confident state of mind.

My work is bold, memorable, thoughtful, effective and appropriate for the client. I believe that challenging the client's brief brings about creative dialogue that enhances creativity and delivers visually pleasing, functional and results driven solutions.

**positive**  
**pro-active**  
**passionate**  
**self motivated**

**bold**  
**memorable**  
**thoughtful**  
**effective**  
**. . . creative**