



Amir Sheikh

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I specialise in creative thought and art direction for digital media.

I have extensive digital communication and brand experience. Coming up with ideas, designing websites, multimedia for events, working with 3D animators, film directors and copywriters to create identities, campaigns and branded corporate communications. For the last twelve years, I have been involved with screen based media in one form or another and the thing I love most, is the ability to design an amazing experience that people can engage with and enjoy.

I have worked with; The Brand Union, Imagination, Fortune Cookie, OgilvyAction, forpeople, HyperHappen, Iris digital, Grand Union, Radley Yeldar, Fitch, Dare, Profero, Tobias & Tobias and Agency.com on brands including; British Airways, Specsavers, Philips, The Red Cross, Dunlop, Auto Trader, BT, Barclays Wealth, Nokia, Heinz, Fortnum & Mason, Ford and Bacardi.

2009 - present: Freelance Design & Art Direction. London.

Pitch and project work for a variety of brands and agencies. Involved in branding, strategy, IA, concept and hands-on design visualisation.

Agencies: [The Brand Union](#)/[Imagination](#)/[forpeople](#)/[OgilvyAction](#)/[RMA](#)/[Radley Yeldar](#)/[Fortune Cookie](#)/[fivebyfive](#)/[Profero](#)/[Grand Union](#)/[Iris digital](#)/[Hyper happen](#).

2008 - 2009: Head of Design at Tobias & Tobias. London.

My role combined upfront business and strategic input, hands-on creative direction and oversight of creative delivery. I also line-managed a team of four and played an active role in the management team.

Clients: [Barclays Wealth](#)/[Early Learning Centre](#)/[Image Source](#)/[Fidelity](#).

2006 - 2008: Senior Art Director at Agency.com. London.

As creative lead for British Airways and acting group head for 18 months, I worked on a variety of campaigns, micro sites and strategic-led projects. I managed a small team of designers, interaction designers and copywriters further developing company initiatives and new working practices.

Clients: [British Airways](#)/[BT](#)/[Five](#)/[Canon](#)/[Pringles](#).

2004 - 2006: Freelance Art Director. London.

Interactive design for websites, micro sites and online advertising.

Moving image for film titles and brand videos for DVD.

Agencies: [Modem Media](#)/[The Brewery](#)/[Intro](#)/[Eyeframe](#)/[Dare](#)/[The Editpool](#)/[Devilfish](#)/[Wechsler Ross & Portet](#).

2004 - 2005: Senior Designer at Fitch Design. London.

Brand language and development for broadcast, live events and the web.

I worked closely with associates, to express brands across multiple channels, especially screen-based media.

Clients: [Fortnum & Mason](#)/[Dunlop](#)/[Vodafone](#)/[BAT](#)/[Asian Games](#) /[L3](#)/[BP](#)/[Ajilon](#).

2001 - 2003: Art Director at Fischer Enterprises. Vienna.

My focus was concept and visualisation for integrated design. I directed and produced commercials for key clients and looked after a team of seven designers, often participating in strategic brainstorming sessions and new business activity.

Clients: [Red Cross Austria](#)/[Bank Austria](#)/[Trend hunters lifestyle co](#)/[EMTS telecommunications](#)/[Fgg Financial Investments](#)/[Dept. of Trade & Industry](#)/[Indian Dreams fashion store](#)/[Alpen magazine](#).



2000 - 2001: Art Director at Nofrontiere Design AG. Vienna.

I teamed up with a copywriter to work on a mixture of commercial and art-based projects for CD-ROM, websites and interactive presentations. As part of a group of core designers, we supported and contributed to the development of an evolving creative department and culture.

Clients: Microsoft Europe/Max Mobil telecom/Salzburg Museum/
Adami Systems/Siemens.

1998 - 2000: Interface Designer at Philips Design. Eindhoven.

As part of a multi-skilled team, my job was to create usable, interactive interfaces for software and products. I travelled extensively and gained a good appreciation of the design process. Building my knowledge of software and electronic media.

Clients: Dayton-in car systems/ondigital TV/canal +/Levis Strauss/
Philips semiconductors/Philips research/Mezzo restaurant.

1996 - 1998: Freelance Designer. London.

Working alone, I developed corporate identities and design work for a number of products for sale in shops and supermarkets. This included a beauty product range, mobile phone brochure and magazine for a lighting consultant.

Clients: Brand Architects/Commodus Ltd/SKK lighting.

Education:

1995 - 1998: Ravensbourne College of Design and Communication.

Chislehurst, Kent. UK.

BA (Hons) Royal College Art in Visual Communication.

1994 - 1995: West Kent College of FE.

Tonbridge, Kent. UK.

Access Course in Art and Design.

1990 - 1993: University of Central Lancashire.

Preston, Lancashire. UK.

BA (Hons) Business and American history.

Software:

Adobe creative suite CS3-CS5.

Courses:

Improvisation workshop/Project Management/photography
printmaking/Adobe After Effects intensive.

Awards:

D&AD student award; 1st prize most outstanding interactive design 1998.

Publications:

Campaign 2007 (showcase) Design week 2005 (BAT team) ODD 2004
(showcase) Frame 2002 (advertising) D&AD Annual 1998 (interactive).