



CRE8TIVE

design for print & electronic media

CREDENTIALS ▶

OVERVIEW

dw cre8tive was set up in 2012 by myself, Dave Warden, after freelancing for the last 11 years as a graphic designer for print and online projects.

I have over 25 years experience in graphic design and have worked for many blue-chip/multinational clients across publishing, music, media, telecommunications, I.T., finance and TV as well as a host of other smaller businesses.

On a day-to-day basis I work alone, delivering a professional, high quality service to a small bunch of clients.

However I see myself as a virtual agency, and, rather than having lots of staff, I have built up strong associations with a number of excellent freelancers and suppliers for both print and online projects which allows me to offer highly competitive quotes for end-to-end solutions.

My knowledge of design, print production, and web development are key to my business. Whether it's the printing of 4 colour brochure or developing a full e-commerce website, I have the expertise to advise, produce and deliver.

SERVICES

DESIGN FOR PRINT

Corporate ID
Brochures
Marketing collateral
Packaging
P.O.S.
Advertising
Direct Mail

DESIGN FOR ELECTRONIC MEDIA

Web sites
Microsites & landing pages
Interactive CD-Roms
Electronic e-shots & e-news
Banner advertising
Digital demos
Animated videos
Presentations

ABOUT ME

DAVE WARDEN

Originally coming from a print background my main passion still lies in the design, visualisation and artwork creation process.

However, back in the mid nineties I became a very early adopter of the internet and turned my design skills to include all types of digital projects, including small static html websites, complex Content Management Systems (CMS), to large scale e-commerce solutions. A number of projects have involved integration with existing back-office systems including stock management, membership, customer management and publishing systems.

I have a very a good understanding of the technical aspects of a project in terms of best practices and required technologies to deliver such solutions.

Skills:

- Creative concepts and visualisation
- Design and layout for print and digital media
- HTML and CSS
- Flash animation
- Creation of graphics, image manipulation and re-touching
- Research and analysis
- Client liaison and consultation
- Costings, proposals, accounting
- Project management and work flow
- Site architecture, navigation and wire frames



THE WORK

Over the years I have worked directly and indirectly with the likes of Adobe, Astrenska, BBC, Boosey & Hawkes, BT Internet, British Tourist Authority, Channel 4, Collinson Latitude, The Collinson Group, easyFairs, Ebone Broadband Services, Faber Music Publishing, FX-All, Guinness Publishing, Handbag.com, ITV, John Laing, Lotus IBM, Marex Financial, NVC Arts, Royal Philharmonic Orchestra, Tullett Prebon Information, Safeway Stores, Standard & Poor's Group, Skanska, The Communications Practice, The Daily Telegraph, The Daily Mail, The Times, The Wall Street Journal Europe, Warner Classics, Yes City.

For a wider range of work view my online portfolio at:

www.dwcre8tive.com/work





For further details or to discuss this document please contact:

Dave Warden

020 8502 3904

dave@dwcreative.com