

Dwayne Cobham DwayneCobham@gmail.com

+447903 479 932 <http://www.dwaynecobham.com>

SUMMARY

14 years' experience in industry covering 2D & 3D Design, Art Direction and Creative Direction. Specialising in Social Media content creation and DOOH campaigns.

SOFTWARE

After Effects, Photoshop, Illustrator, Cinema 4D

CAREER HISTORY

Art Direction & Motion Design for The&Partnership: 2023 - 2024

Working with Artistic talent from UAE to bring to life social media films that showcase their art livery as a collaboration between the artist and Formula 1.

Head of Social at Official Nonames: 2013 - 2023

Creative producing and creation for social media accounts producing organic content that has now reached over 250,000 views on Instagram.

Lead Motion Graphics Designer at Saatchi & Saatchi: 2020

Producing social content and animation for Pampers, Head & Shoulders, Daz, Fairy, Aussie and Viakal for all of their social media channels.

Lead Motion Graphics Designer at Wunderman Thompson: 2019/2020

Pitching concepts and producing DOOH campaigns for HSBC across multiple Clear Channel sites in the UK.

Lead Motion Graphics Designer/ Creative at Dark Horses: 2019

Producing social content and animation for PUMA in collaboration with the Women's World Cup. This project also included creating live updates for the England players to post on their own Instagram accounts during match time.

Lead Motion Graphics Designer at Virgin: 2019

Producing a suit of assets for Virgin DOOH screens around the UK. Creating screen graphics for the BAFTAs x Virgin award ceremony.

Senior Motion Graphics Designer at JWT: 2019

Producing 3D Key visuals for Vype's new flavours using photo realistic textures for stand out imagery.

Senior Motion Graphics Designer/Editor at What3Words: 2019

Producing social and web content for the What3words brand which is the first app to use word recognition for GPS.

Senior Motion Graphics Designer at VCCP: 2018

Producing DOOH visuals for o2 and EasyJet campaigns. Rolling out over 100 pieces of content for their campaign calendars.

Lead animator on the Rugby World Cup roll out and creating live interactive posts after a game is won or lost

Senior Motion Graphics Designer at Moov: 2018

Producing On-air graphics for the Iranian news network.
Responding live to news room requests 24/7 on-site at their studio.

Senior Lecturer at the Adobe Media Training Centre: 2017 / 2018

Teaching Adobe After Effects classes to industry professionals from Global brands such as Tommy Hilfiger, ASOS and Nike.

Senior Motion Graphics Designer at Antidote: 2017

Producing the DOOH campaign imagery for the new Mazda MX-5 RF.
Working with 3D models and CGI for the final output.

Senior Motion Graphics Designer at Manchester United FC: 2017

Producing a series of hand drawn illustrated character animated videos for the MU stadium and brand website.

Senior Motion Graphics Designer at Channel 5: 2017

Producing Viacom's global showreel for this year including all of their brands also working on TV Idents for Channel 5 reality TV shows.

Senior Motion Graphics Designer at Blink TV: 2017

Producing tour visuals for music artists globally like the South American Rapper Pit Bull, Dave and Ghetts.

Senior Motion Graphics Designer at Adam & Eve: 2017

Producing DOOH for Lloyds TSB nationwide campaign.

Senior Motion Graphics Designer at Publicis: 2017

Producing DOOH and OOH for Oral-B's re-launch

Senior Motion Graphics Designer / Art Director at BluePrint: 2016

Producing motion graphics for Canon and Jaguar Land Rover

Senior Motion Graphics Designer / Art Director at Plastic Pictures: 2016

Producing motion graphics for Thomas Cook and Unilever

Mid Motion Graphics Designer / 3D Visualiser at JWT: 2014 - 2016

Producing 3D Visuals for Nissans new car launch in Thailand.
Also Producing 3D Visuals for HSBC and Infiniti.

Mid Motion Graphics Designer at Brothers and Sisters: 2014

Producing motion graphics for Sky Digital screens, working on the David Beckham X Sky campaign.

Mid Motion Graphics Designer at BD Network: 2014

Producing motion graphics for Virgin, Coca Cola, Nintendo, Swarovski and many more.

Mid Motion Graphics Designer at Clinic: 2014

Producing motion graphics for Madame Tussauds and Network Rail screens.

Mid Motion Graphics Designer at Small Back Room: 2014

Motion Graphics for Westfield City Centre, to help promote the East Village.

Mid Motion Graphics Designer at BDA Creative: 2014

Producing motion graphics Idents for Disney.

Mid Motion Graphics Designer at Part Of A Bigger Plan Amsterdam: 2014

Motion graphics for Television commercials and online promotional videos in the Netherlands.

Mid Motion Graphics Designer / Video Editor at Fitch: 2013

Video editing and motion graphics for In-store advertising using Adobe Creative Suit. The videos were produced for Dell.

Mid Motion Graphics Designer / Video Editor at Brave: 2013

Video editing and motion graphics for online advertising using Adobe Creative Suit and Premier Pro. The videos were produced for brands such as Chambord, Motors.co.uk and JTL.

Mid Motion Graphics Designer / 3D Visualiser at VCCP: 2013

3D interactive interior visualisations for pitches using Cinema 4D and Adobe Creative Suit. The visuals were prepared for the Vifor Pharma Ferinject campaign.

Mid Motion Graphics Designer at Chandler Chicco Companies (Nition): 2013

6 months at Chandler Chicco Companies located on Shaftesbury Avenue Motion graphics for clients such as, Pfizer, Demelza, GSK, Victoza and Lyrica. Using Cinema 4D and After Effects.

Junior / Mid Motion Graphics Designer at Signal TV: 2012 - 2013

Motion graphics creation for clients such as, Activision, O2,

Schwarzkopf, Time Out and Vo5. Using Cinema 4D and After Effects.

Other duties included leasing with ClearCast and Ofcom for clearance for TVC's in the UK and Ireland. Understanding the correct outputs for the channels and organising delivery of the content.

Junior / Mid Motion Graphics Designer at Run Productions: 2012

6 months at Run Productions located on Charlotte St. Motion graphics for clients such as, John Frieda, Pizza Hut, Coronation Street and The UAE. Using Cinema 4D and After Effects.

Junior Motion Graphics Designer at Mood Media: 2011 - 2012

A year's experience at Mood Media, working in the creative services department. Over my year at Mood Media I had the opportunity to work on well-known brands such as BP, O2, HMV, Swarovski, Primark, Guess and many more. Learning more technical information about formatting / resolution, also gaining more knowledge and understanding in the different software's.

Framestore / Rushes: Spring 2010

Internships where I had the opportunity to visit all the design departments.

- 3D modelling.
- Design lab.
- Flame and Smoke suites.
- VFX - Rotoscoping / Tracking.
- Spirit 4K colour grading.

This was a great opportunity to see and learn about an established company's workflow. It was fantastic to learn more about projects such as Avatar and other large-scale commercials.