

INTERESTS

Exploring the world.
Technology and science.
Fitness enthusiast.
Animal welfare.

REFERENCES

Mr Nick Brand
Brand Design Consultants
Email: nick@brandskillings.com
Mobile: 07766 491752

Mrs Gemma Telford
Ingram Micro UK
Email: g.telford@gmail.com
Mobile: 07976 645756

CONTACT

David Manson
16 Bridge Hook Close
Wolverton Mill
Milton Keynes
MK12 5GQ

Phone: 01908 967755
Mobile: 07790 115516
Email: david@dmanson.co.uk

www.dmanson.co.uk

EXPERIENCE

JANUARY 2016 - PRESENT

INTENSOFIT LTD
Founder

- Founded company and designed innovative fitness products with integrated software and mobile app concepts.
- Created roadmap balancing needs of business targets and secured initial start-up funding.
- Researched market, buying patterns and customer needs.
- Created business plan with full financial forecasts.
- Pitched concept to a very well known boxer and was successful in securing an endorsement offer.
- Sourced cost effective UK manufacturers and secured partnerships.
- Researched and continuously tested various materials for prototype development.
- Led design engineer on creating manufacture ready technical drawings, and commenced patent pending process.

JUNE 2009 - MAY 2014

INGRAM MICRO UK
Senior Digital/Graphic Creative

- Designed and led development on a variety of digital and graphic designs including, mobile apps, micro/websites, in both waterfall and agile environments.
- Created and managed online and email marketing campaigns, brochures, branding, adverts and exhibitions stands.
- Working with technical and business managers within Ingram Micro and their blue chip clients such as Apple, Toshiba, Canon, Acer and Hitachi, making sure tight deadlines were met to successfully launch their products.
- Managed our bespoke online marketing scheduler to guarantee vendors marketing materials hit their targeted audience.

APRIL 2001 - JANUARY 2009

BRAND DESIGN CONSULTANTS
Lead Creative (Top 100 Design Agency)

- Responsible for the creative development, production and implementation of a variety of digital design and conventional graphic requirements including POS for a variety of UK's major retail brands, brochures, branding, ads, packaging, newsletters, email marketing and exhibition stands.
- Building solid relationships with clients which ranged from large international companies to small locally run businesses.
- Working to tight deadlines, estimation, management, and taking projects from brief to completion.
- Responsible for a small team, assisting in the development of colleagues.
- Provided expert analysis and input on other projects within the company.

NOVEMBER 1995 - MARCH 2001

FORWARD GRAPHIC COMMUNICATIONS
Graphic Designer/Artworker

- Responsible for completing various design and artwork assignments including creation of a monthly printed newsletter for a local newsletter company.
- Design of logos, artwork for a silk-screening company and film output.
- Responsible for the co-ordination and production of a variety of graphic products and services.
- Prepared and estimated costs, co-ordinated graphic production and reproduction by service bureaus.
- Assembly of final layouts for printing and provided graphic design and art direction for a variety of products including, brochures, application forms, exhibition displays.