



mark parkyn // senior creative



I am London based freelance Senior Creative looking for the fresh and exciting challenge of collaborating with a variety of agencies, brands and creative teams.

With a creative history in large agencies as well as in-house with large brands - across multiple sectors from retail, FMCG, sports, music, consumer healthcare and MedTech.

Highly experienced at creating customer focused, bar raising creative solutions at every stage of the creative process. From branding, concepting, design development to production and delivery with a high level of attention to detail across all channels.



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## where have I been

### Soy Hello // Creative Head

Jan 22 - Oct 23

Heading up and resourcing a studio of 8 creatives with a varied client base including Johnson & Johnson, Optimum Nutrition, World Athletics and Pots & Co. Leading the team through the design process and rolling out multi-channel brand or campaign activations. Building out design systems and toolkits for local market adaptations.

### Just Eat // Freelance Senior Art Director

Jan - Mar 20 & June - Aug 20

Working on the rebrand of Just Eat following a merger. Creating new brand guidelines and creating a new suite off BAU brand assets. Art direction for Just Eat's international all-hands conference World Party 2020.

### Amazon Music // Freelance Art Director

May - Dec 19 & May - Dec 22

Art direction and design of brand, promotional and playlist led initiatives and partnerships. Building design systems for weekly album artwork rotations and launching the partnership with the German Bundesliga and the Echo and Alexa enabled devices.

### Ogilvy Healthworld // Freelance Senior Art Director

June 18 - May 19

Working on pitches for consumer and pharmaceutical facing audiences for brands such as Roche, Glaxo Smith Klein and J&J.

### Amazon // Art Director

Dec 15 - May 18

Leading creative teams on global seasonal advertising campaigns, retail/promotional communications and new product & device launches. European creative lead on retail categories including Toys, Sports and Amazon initiatives/programs across onsite and external channels.

### me (JPMH) // Head of Design

Apr 05 - July 15

Working my way up to the role of Head of Design I was in charge of leading a creative studio of up to 10 designers. Creative lead on the Hasbro, and ACUVUE account creating European shopper activations.

## who have I worked with

Just Eat // Amazon // Amazon Music // Google // Johnson & Johnson // Proctor & Gamble // Nestlé // Nestlé Purina // American Express // Roche // Blackberry (RIM) // Glenfiddich // Mitchells & Butlers // Hasbro // Canderel // Felix // Acuvue // Compeed // Listerine // Durocell //

## what have I learnt

### Degree with Honours // 2.1 BA (Hons)

03 / 04

Graphic Design // Reading College of Arts & Design

### Higher National Diploma / Distinction

01 / 03

Graphic Design // New College Nottingham

### Foundation Studies In Art & Design

99 / 00

Ravensbourne College of Design & Communication