

# CV

MARK DE LA RUE

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Portfolio: [Tugboat.gg](http://Tugboat.gg)

## interests

*Some interests already appear in 'skills', but here are a few more:*

Playing in the pool league, and getting involved with the development of the sport in Guernsey.

Illustrations for fun

Reads: Lui Cixin, Ursula K Le Guin, Martin Amis, M R James, Douglas Adams, Stephen Fry.

The occasional cliff run/walk

I co-founded a small team of game enthusiasts and together we have produced the puzzle game 'Mistified' which has had a very positive response so far.

## professional summary

A highly experienced and committed senior creative working with one of the most successful in-house agencies in the world. Passion and dedication

## work experience

*Specsavers Optical Group*

**Brand designer**  
2018 - present

- Key role in developing the house style
- Innovative product photography
- Designed London concept store
- Illustration and icon design
- Wrote a large part of the stores 'tone of voice' copy

**Senior designer**  
2014 - 2018

- Key designer for the new brand visual identity
- Helped define Specsavers social media presence
- Design and branding briefs answered in full and on time
- Liaising with the entire breadth of a blue chip company's workforce

**Senior art director and group head**  
2003 - 2014

- Wrote many memorable ads for TV and radio
- Art directed shoots with recognised photographers and appointed illustrators to create ads for print and point of sale
- Motivated two creative teams to strive for their own awards
- Lead a number of creative workshops at a local college

*Past/Previous roles*

- *Managed a small printing business*
- *Taught English in Taiwan*

towards the creative industry has lead to memorable and highly recalled ads that have defined the 'Should've gone to Specsavers' tagline and pushed sales to over 50% market share, garnering plenty of industry awards. Considerable design experience and ability to work under own initiative went into forming the visual brand in Canada and a flagship store in London.

## awards

- IPA marketing award 2014
- Cream awards (The Drum)  
'Sub' - Grand Prix  
'Vet' - Gold  
'Ferry' - Silver
- Big Awards  
'Film 4 idents' - Silver  
'Vet' - Silver

## education

*University of Portsmouth*

**Bachelor of Arts 2:1  
Communication Design**  
2000 - 2003

## skills

*Proficient in*

**Photoshop**    **Illustrator**  
**Indesign**    **Typography**  
**Illustration**    **Photography**  
**Art direction**    **Animation**

Creating original concepts and ideas that work across all media channels, online and offline

Presenting work to clients and managing workflows to ensure deadlines are met with the highest standard of creative work

Managing creatives to ensure continuity and attention to detail is met in all aspects of a brands profile

Creation of original design including logos, branding and advertising material for the classical music scene in Guernsey

Creation of decks for client presentation