

John Beach

Creative Director at Splash London/New York

john.beach@mac.com

Summary

Creative head, Information architect and experience designer responsible for guiding the concept development, design and information architecture process to create user-centered effective campaigns, e-commerce and e-business solutions for start-ups and established brands. 15 years experience in building effective and engaging websites for some of the biggest brand names from concept to delivery.

Originally trained as an Architect I started my career at the Conran Design Group. Over the years I have been involved in projects spanning the built environment, graphic design, branding and interactive.

I have worked for some of the UK's leading agencies such as Conran, Imagination, Fitch, Bates Worldwide, Steak and Landor.

I have also been client side for The Body Shop, Virgin and Head of Design for Tesco.

During my career I have worked on many projects for brands such as the AA, Sainsburys, Abbey National, Shell, The Body Shop, British Gas, Lucky Strike, BAT, BP, Gartmore, Nokia, The Gumball 3000, O2, Vodafone, T-Mobile, DeBeers, Tesco, Belgacom, The National Lottery, BMI, Nike, thetrainline, (RED), Stella McCartney, John Lewis, Boxfresh, Swift Cover, Allianz and a few others.

Specialties

- GUI design
 - Web Metrics
 - Creative concepts
 - Brand development
 - Brainstorming
 - Story Boarding
 - Site testing/Evaluation (Both site evaluation and business model feasibility)
 - Project estimations
 - Project handling
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Experience

Creative Director at Splash Worldwide

June 2010 - Present (1 year 3 months)

Joined Splash to establish the digital offering and position. Current clients include Paul Smith, Van Cleef & Arpels, Cartier, Mont Blanc, Barratt Homes and the Post Office.

Creative Director at Steak

October 2007 - June 2010 (2 years 9 months)

Established the digital department and offering of Steak. Work on a mix of online ad campaigns for the likes of British Gas, Matches Fashion, Swiftcover, John Lewis Total Jobs and full site development for BoxFresh, (RED), British Gas, Dyno-Rod.

5 recommendations available upon request

Creative Director at CHOCICE

May 2006 - October 2007 (1 year 6 months)

Design strategy and design direction of the company's digital offering. From initial client contact to brief definition and development. I am responsible to ensuring all creative output from a small team is on brand and delivered on time and to budget.

Head of Design at Tesco

June 2004 - May 2006 (2 years)

Design strategy and design direction, specialising in brand strategy. Lead designer for "the future of Tesco.com" GUI development. I am responsible for overseeing all creative output from a team of 6. I take part in brief generation and rationale to leading the creative process ensuring that every element fits into the Tesco brand values whilst continually pushing the boundaries of the brand as it evolves.

Head of Design at thetrainline.com

December 2002 - June 2004 (1 year 7 months)

Managing thetrainline and virgin trains brands across all channels. Leading the design development of an iDTV solution for thetrainline. Responsible for guiding the concept development, design and information architecture of a team of 5 designers to create user-centered, effective digital design solutions for a total of 19 partner sites at thetrainline.

Senior Designer at Landor Associates

June 2002 - December 2002 (7 months)

Contract position to work on BMI Baby, DeBeers and Belgacom

Senior Designer at Barkers Group

February 2002 - June 2002 (5 months)

Freelance contract for projects including Redesign, structural and visual design work for existing clients of Barkers including; T-Mobile, Abbey National, The Metropolitan Police and the NHS.

Design Lead at BV Group

August 1999 - February 2002 (2 years 7 months)

I was primarily responsible for guiding the concept development, design and information architecture to create user-centered, effective digital design solutions for all BV clients.

Senior Designer at The Body Shop

June 1998 - August 1999 (1 year 3 months)

Packaging, Intranet, Production

Senior Designer at Bates Dorland

January 1998 - June 1998 (6 months)

Joined Bates Dorland to work on the BAT account and 555 racing team.

Designer at Conran Design Group

January 1996 - December 1997 (2 years)

Joined Conran from university initially working on Shell forecourt design, and then moved into the newly started interactive division developing and prototyping interactive petrol pump screens for the South American market.

Education

University of North London

BA (Hons), Interior Architecture, 1994 - 1996

St. Martin's College

Retail & Exhibition Design, 1992 - 1994

St. Martin's College

Graphic Design, 1990 - 1992

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5 people have recommended John

"Its been an absolute pleasure working with John. He is a creative powerhouse, and his experience speaks for itself."

— **Chris Closset**, *Web Development Manager, Steak Media*, worked directly with John at Steak

"John was one of the most professional people I have ever worked with. He always delivered impressive work and assisted me in producing websites and marketing material. His vision to be able to put ideas into a graphic design was truly amazing and helped me win business and improve the delivery of the marketing message. John has remained a friend of mine ever since we worked together. Its not often in business you meet someone who is genuine and a true team player, John is that"

— **Shane Hamilton**, *Spares Dept. manager, Bannerbridge Plc*, worked directly with John at Steak

"John is an excellent interpreter of client brands, and has designed some exceptional and inspirational revenue driving digital solutions, often in extremely time restrictive circumstances! I have no hesitation in recommending John and his work, he's brilliant!"

— **Mary Keane-Dawson**, *Interim Managing Director, Steak Media*, managed John at Steak

"John is a consummate Creative, with a talent for digital and branding. Having worked on some of the world's largest brands, and developed innovative digital solutions, he is an asset on any client project"

— **Derek Nicholson**, *Operations Director, Steak Ltd*, managed John at Steak

"John is a born designer in a world of wannabes, in my opinion. You don't develop skills like John's, you're blessed with them. On top of it all, he's a jolly decent chap and a pleasure to work with. You'll never regret hiring JB."

— **Simon Hassell**, was John's client

[Contact John on LinkedIn](#)