

Andy Cockell

CREATIVE • ARTWORK • DESIGN

07831 387 481

Dorking, Surrey, UK

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www.andycockell.com

WORK EXPERIENCE

Creative Cocktail Design Ltd

Creative Director / Designer

Jul 2016 - present

Covering a multitude of creative disciplines, including: illustration, artwork layout, design, video editing and advanced photoshop trickery. Working closely with a major global entertainment brand since May 2019

Pret A Manger

Creative Studio Manger

Jul 2017 - April 2019

Managing the in-house Creative studio at London's busy head office. Looking after all artwork for UK, France, China, Dubai & Copenhagen - covering food and drink packaging, seasonal marketing campaigns, PR events, restaurant graphics and lots more.

The Walt Disney Company

EMEA Design Manager - Theatrical and Home Entertainment

Jan 2013 - Jul 2016

Managed and created marketing, PR and sales materials for *Disney*, *Pixar*, *Lucas* and *Marvel* studios releases.

Played a key role in the *Disney Infinity* global toy manufacturing process. Created localised packaging in 12 languages (adhering to European toy regulations) to hit delivery at our manufacturers based in Japan.

EMEA Creative Services Manager - Video Games & Interactive

Nov 2005 - Jan 2013

Worked with the US & EMEA teams to create packaging, digital assets, video sizzles and marketing materials for some fantastic console and mobile titles.

- Relocated the EMEA creative office from Paris to London.
- Established the EMEA Disney Interactive Creative team; handling recruitment and team management.
- Created and implemented a European packaging process, working with Disney's global teams, including; creative, production, localisation, marketing, finance and operations.
- Managed 500+ skus, with a £1M artwork budget per year.
- Directed external agencies to create the company brand guide.
- Worked closely with our First Party Publishing partners: *Sony PlayStation*, *Microsoft Xbox* and *Nintendo*, adhering to their templates and guidelines.

PROFILE

Skilled senior creative with over 20 years hands-on design and artwork experience in the entertainment industry. Proven track record of success; directed and managed creative teams whilst working on some of the world's biggest franchises in cinema, home entertainment and video games.

SOFTWARE SKILLS

Adobe Photoshop



Adobe InDesign



Adobe Illustrator



Final Cut Pro



iMovie



Adobe Premiere Rush



Adobe Premiere Pro



Strata 3D



Keynote



Acrobat Pro



Excel



PowerPoint



Word



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WORK EXPERIENCE (CONTINUED)

Feref

Freelance Designer

Aug 2005 - Nov 2005

Produced concepts and artwork for *Wallace & Gromit*, *Star Trek*, and *The Chronicles of Narnia*.

Eidos Interactive

Senior Designer promoted to EMEA Creative Manager

Apr 1999 - Aug 2005

Created artwork for all of Eidos's packaging and marketing campaigns. Highlights included working on the *Tomb Raider*, *Hitman* and *Championship Manager* franchises.

- Directed live photoshoots.
- Created original packaging using raw assets and custom photography.
- Organised off-site venue dressing.
- Worked closely with our First Party Publishing partners: *Sony PlayStation*, *Microsoft Xbox* and *Nintendo*, adhering to their templates and guidelines.

St Ives Multimedia

Designer / Artworker

May 1995 - Apr 1999

Artwork and design for interactive presentations, magazine publications, video games and music packaging.

Five Star Graphics

Designer

Aug 1994 - Jun 1995

Artwork and design; main contract with *London Docklands Development Corporation*.

Geonex

Cartographer / Illustrator / Designer

Feb 1991 - Jun 1994

Traditional pen and ink drawing, book/leaflet illustration, progressed to Mac assisted design.

EXPERTISE & EXPERIENCE

Photo manipulation
Graphic visualisation
Key Art Artist
Retouching
Layout
Illustration
Design
Packaging & concept development
Brand guardian
Project planning
Team Management
Key contact for agencies
Working with global brands
Attention to detail

ABOUT ME

I love films. I really love films. I try to watch as many as possible... that's when I'm not reading comics, playing video games or on country walks.

I live in Dorking, under the shadow of Box Hill; which has its own micro-climate, a network of 17th-century smuggler's tunnels and England's biggest vineyard.

SOCIAL



CreativePool Achievements:

- Ranked 23: Packaging Designer
- Ranked 1: Gaming Creative Manager

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RECOMMENDATIONS

"I hired Andy as Senior Designer when we were building out the Disney Interactive marketing team in Europe. As you'd want in such a role, Andy was highly creative as well as meticulous, juggling many creative challenges in a time pressured environment. He always delivered work to the highest standard, and on time. As our marketing team grew, Andy became a cornerstone of the group - his relaxed style won him many friends throughout our team and the wider Disney business. I would not hesitate to recommend Andy for any business that is looking for a creative powerhouse to drive the business forward."

— **Sean Ratcliffe**, Marketing Director EMEA, Buena Vista Games

"I have worked with Andy at two different companies over the last 15 years. Whether it's hands-on design or creative leadership, Andy always manages to inspire. I would recommend him for any creative role - he's a real asset to the team."

— **Ed Bainbridge**, Vice President, European Production, Disney Interactive Studios

"Andy is a great client to work for. Not only does he have the ability to succinctly convey a creative brief to an agency but also the design and management skills to extract the very best work out of myself and my team. He is a pleasure to work with."

— **Eddie Deighton**, Founder/Creative Director, An.X Agency

"I worked with Andy for 3 years when he headed up the design team for UK & EMEA managed the roll out of Disney Infinity across EMEA and the design of marketing materials for film and DVD releases. He is a hard-working, passionate and highly creative designer. He consistently strives to answer the brief with original creative solutions backed by sound commercial understanding. His extensive experience in designing for the entertainment industry, ready wit and boundless imagination make him a valued member of any design team. "

— **Catherine France**, EMEA Trade Marketing Manager, The Walt Disney Company

"Andy managed the creative services team at Eidos for several years. This was a very busy department, managing 10+ titles a year, across multiple formats and numerous languages, adding up to literally hundreds of SKUs. The quality benchmark was always maintained with amazing efficiency. Andy and his team also demonstrated great creativity across advertising, events, POS and any creative digital and print requests the marketing department threw at them!"

— **John Davis**, European Marketing Director, Eidos Interactive

"Andy was the perfect fit in a team dedicated to video games and innovation. As per his title he is indeed very creative, has a great eye and knows how to make an artwork grip its audience. Great team player."

— **Celine Bannino**, Marketing Director EMEA, Disney Interactive Studios