A world of collaboration

Glenn Goodwin - Creative Design - Strategy

TO CUT A LONG STORY SHORT...

I began my career at the early age of 17, and by my 18th birthday I was 'head of art' of a large London agency, taking full responsibility of any design work passing through. I worked with a number of Writers, one of whom
I teamed together with to form a seven year partnership.

I then decided to broaden my horizons when I was approached by an agency in New Zealand to set up a Creative Department in one of their main offices.

Having accomplished that task, the next step for me was becoming a Freelancer to broaden my
skills even further, and to have the chance of managing my own company, which I managed for 3yrs.

Then decided to become part of a large progressive Design Interactive Advertising Agency which gave me the opportunity to develop a new style of company. Which the position of Creative Director gave me valuable people skills and creative mentoring.

After a two years of the Creative Director role and 7yrs in New Zealand I decided that it was time to return to Europe and Freelanced in London, Barcelona and Amsterdam.

I was asked to join Batlle Design Group, Barcelona in June 2007 and worked their as a senior designer.

Then I decided to go back to Freelancing and I am currently living in Barcelona and working internationally as a creative for various agencies in Spain, South America, UK, Australasia and Asia.

I have been working over the past 2 years part-time building a Start-up, an APP called kitchin.app, which we created to help people in thier kitchens manage thier ingredients to help prevent Food Waste.

I have been becoming more involved in projects regarding sustainablilty and climate. I am currently putting together a proposal for a TV series involving regenerating villages & communities.

MY WORK HISTORY

Oct 2009 – Present

Freelance Creative Director/Design Director - Based in Barcelona

Various Design, Branding, Packaging, Digital & Film projects in the UK, Spain, Europe, USA and Australasia.

Founder - kitchin.app Helping people prevent Food Waste
Creator of OUR VILLAGE - TV series to restore villages
Creator of STREET BALL - Indoor Street Football Entertainment Parks

Agencies & Clients

Milk (USA)
Potlatch (Barcelona)
Elmwood (UK)
Futurebrand (UK)
Tjarks and Tjarks (UK)
Lewis Moberly (UK)
Make Marks (UK)
Lassalle Studio (UK)
PointBleu Design (Barcelona)
CBA Design (Barcelona/Europe)
Bubble Production (New Zealand)
Flavio Kljein Brand (Barcelona)
Wilma Blein (Barcelona)
Reino Infantil (Argentina)
Galipette Cider (Global)
Siel Bleu (France)
Macallan Whiskey (UK)

June 07 to Sept 09	**Design Director** - Batlle Group (Barcelona) Danone, Minute Maid, Panrico, Coca Cola, Fontanera, Font Vella
Oct 02 to May 07	**Freelance Creative - Based in London**
Companies	Coley Porter Bell (London)
	Blue Marlin (Bath, London & Bangkok)
	Designbridge (London & Amsterdam)
	HQ1 (Windsor)
	Springpoint (London & Hong Kong)
	Sky TV (London)
	Marks & Spencers (London)
	Coleman (Barcelona)
Jul 02 to October 02	**Traveling around South & North America...**

Jan 2000 to Jul 2002

Creative Director - Brave New World – Integrated Communication s Agency

Overseeing 15 staff Designers and Artworkers,

Having overall responsibility for the quality of Creative work to
of the agency,

Developing strategic thinking for clients, presenting all creative work
produced, producing creative work to an inspirational standard,
reviewing all creative work produced by designers and giving advice on
direction.

Holding all appraisals for staff. Ensuring all staff meet clients
expectations and budgets.

Clients

Sanitarium, Air New Zealand, Bluebird, GSK, Best Design Awards,
NZ Dairy Group...

June 97 to Jan 00

Freelance Art Director / Designer - Goodesign Ltd - (New Zealand)

for Design Companies and Agencies also direct to Clients.

Agencies

Saatchi & Saatchi (Wellington & Auckland)
Walkers Advertising (Auckland)
DDB
Mojo Partners,

	TMP Worldwide (London) Ogilvy & Mather
Design	Dave Clark Design, The Creative Partnership, Designworks - Auckland & Wellington, MH Group
Clients	NZ Dairy, Griffins (Confectionary), Lucozade, Sanitarium (Health Food), Philips, PolyGram, Saturn, Voyager, Fletcher Steel, Street Clothing, Anchor Milk, Smart Drinks Ltd, Johnson & Johnson, Montana Wines, TVNZ
Feb 97 - May 97	**Senior Art Director -** Rainger Direct (New Zealand)
Clients	Clear Communications, Rover Cars, Apple Computers, ASB Bank
Awards	NZ Direct Marketing Awards 97, 2 Golds, 1 Silver, 1 Bronze
Oct 95 - Dec 97	**Senior Art Director -** Haines Advertising (New Zealand)
Clients	Air New Zealand, Clear Com, Sky TV, Auckland Institute of Technology.
Awards	TVNZ Marketing Awards 96 - Best non-Profit Campaign - AIT
Feb 90 - 95	**Senior Art Director -** Riley Advertising - Lopex (London)
Clients	Warner Music, Virgin Atlantic, Sainsbury's, Rank Zerox Met Police, Burger King, Nynex Cable, Pfizer.

Awards	2 Best Campaigns - BRA Awards, 17 Express Newspaper Awards, 3 Blue Ribands - Independent Awards, Gold & Silver - Electronic Times Best Ad - Catering Press
May 88 - Oct 95	**WBH Advertising-Lopex (London) - Designer/Visualiser**
Clients	Shell International, Mercury Communications Black & Decker, International Wool
April 87- May 88	**Armstrong Westrup (Ipswich UK) - Junior Designer**
Further Education:	Diploma in Advertising, Design & Print Origination

INTERESTS:

DJing in various places - Funk & Funky House

Video editing for a Climate NGO - Facing Future

I had an internet radio station spoon.fm

I enjoy film making, photography

I enjoy most sports...especially football which I am still playing at 56!

Mountain biking, kite flying, kayaking, scuba diving , bubble making etc, etc...

thanks

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