

# kevinmura

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Senior Art director & group head with strong design & typographic skills. Experience in advertising, broadcast, promotions, point-of-sale, online and branding with specialisation in telecoms and alcohol brands.

## February 2013 - November 2015

**agency** FCB Inferno | Senior art director

**clients** NOKIA / MICROSOFT | GLOBAL RETAIL TOOLKITS | DIGITAL | POS  
SKY | INTEGRATED CAMPAIGN - TV, RADIO, PRESS, ONLINE, RETAIL & DM.  
POST OFFICE | DM | FAIRTRADE | BRANDING | INTEGRATED CAMPAIGN ATL, PRESS, ONLINE & RETAIL.

## November 2008 - February 2013

### Freelance art director

**agency** Ignis Ltd, Balance Marketing, Chocolate Ltd.

**clients** BENSON & HEDGES | POS, LIMITED EDITION PACKS, MASTER PHOTOGRAPHY  
MARTELL | PROMOTION POS & PACKAGING |  
BEEFEATER 24 | INTEGRATED PROMOTION - ONLINE, PRESS AND INSTORE POS  
MAYFAIR | POS, LIMITED EDITION PACK DESIGN & TRADE COMMS  
B&H RYO | EVENT DESIGN | CAMEL | POS, LEP DESIGN | IKEA RUSSIA | BROCHURE DESIGN

## November 2007 - October 2008

**agency** The Marketing Store | Group creative head Vodafone

**responsibilities** Overseeing all work on the Vodafone account with a team of 6 creatives and 4 artworkers. Primarily servicing the 350 Vodafone UK retail stores. Areas of the account included:

- **New handset launches**  
VF own product and partner launches.
- **New tariff and proposition launches**  
Instore POS and product launches.
- **Bespoke store refits**  
Monthly flagship store design
- **Proximity advertising**  
Door drops, ambient, 6 sheet and radio.

## January 2005 - October 2007

### Freelance art director

**agency** KLP, Iris, Billington Cartmel, Pulse, Mesh Marketing, St Lukes, ID.

**clients** PIMMS | POS DESIGN, MASTER PHOTOGRAPHY | AA | BTL GUIDELINES  
GALAXY, MARS, SNICKERS & MALTESERS | PROMOTION POS & PACKAGING  
BUSHMILLS | EVENT DESIGN, CONSUMER ADVERTISING & GLASSWARE DESIGN  
COURVOISIER | PITCH FOR LOYALTY SCHEME | MEON VILLAS | BROCHURE ART DIRECTION  
MORE 4 | PITCH FOR ON-AIR IDENTITY | NANDOS | INSTORE POS, KIDS ACTIVITY PACK

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## July 2003 – January 2005

- agency** **Discovery Networks Europe | UK creative group head**
- responsibilities** The challenge was to set up an internal marketing department that could service channels within the Discovery portfolio. This included ATL, BTL, experiential and branding. I also oversaw UK picture desk management including liaising with US and EMEA departments on creative direction.

## December 2001 – June 2003

- agency** **BD-Network – Agency of the year 2004 | Group creative head**
- responsibilities** Overseeing all work from concept through to final artwork.  
Brief photographers & illustrators. Creative sign-off. Client liaison and presentation.  
IT issues – networking, filing & archiving, training and purchasing.  
Internal processes – team structuring, traffic, briefing and staff recruitment & reviews.
- clients** **COCA-COLA** | PROMOTION & PACKAGING, POINT-OF-SALE.  
**ORANGE** | TRADE & CONSUMER ADVERTISING, RETAIL POS, DIGITAL, EXPERIENTIAL  
**PEUGEOT** | BROCHURE DESIGN | **CARLING** | BRAND CREATION, PROMOTIONAL POS  
**LURPACK** | ON-PACK PROMOTION | EXPERIENTIAL.  
**WORTHINGTONS** | RETAIL POS | BRAND GUIDE. **BACARDI MARTINI** | RETAIL POS AND ON-PACK PROMOTION ACROSS 12 BRANDS.

## January 2000 – 2009

- company** **Kent Institute of Art & Design | Lecturer advanced typography**
- responsibilities** Creation of 5-7 day courses for final year HND/Degree students in advanced typography

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**education** **1988 – 1990**  
**Kent Institute of Art & Design, Rochester.**  
BTEC National Diploma in illustration.

**1990 – 1992**  
**Kent Institute of Art & Design, Maidstone.**  
BTEC National Diploma in Graphic Design.

**references** Becky McOwen-Banks      Leo Minster  
Creative director              Creative Director  
FCB Inferno                      FCB Inferno