

CV STEPHEN MCLAUGHLIN

CONTACT

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View Portfolio at
www.straightola.com

PERSONAL STATEMENT

I am a personable and driven individual, eagerly pursuing a career in Design. I am competent in a wide variety of print, web and motion design so am equally at home freelancing, working in an agency or an in-house team.

Design is my reason to get up in the morning. After a period of working in events/experiential marketing I knew I would only be satisfied back producing artwork.

I feel lucky that I am able to make a living doing something I am so passionate about. I enjoy the freedom and width of scope in my current position I think the only way I can truly grow as a designer and learn new skills will be in a dedicated design environment where I can benefit from the experience of those around me.

In my spare time I create electronic music and have played at many events and festivals around the UK. I have several releases on netlabels and have collaborated with a dance group on site specific pieces.

I have also been VJing for 4 years, hold a residency at 93 Feet East and have worked with artists such as Modeselektor, Diplo, Bonde de Role and DFA records. This is a lot of fun but has taught me a lot about the technical side of video installations and creating bespoke videos often at moments notice.

EMPLOYMENT/PROJECTS

ATTIK/MOTHER/COCA-COLA

Produced a variety of logos, VIS and creative concepts for the first round of development of Coca-Cola's 2012 Olympics campaign. I was part of a team of 5 freelancers from all over the world selected by design agency Attik who are producing the work in conjunction with Ad agency Mother. **(Freelance)**

Graphic Designer

January 2010
attik.com

TINDER AND SPARKS/THE SCOUNDRELS

I was commissioned by design agency Tinder and Sparks to create an identity, logo and supporting illustrations for band 'The Scoundrels' **(Freelance)**

Graphic Designer

December 2009
tinderandsparks.com

REINFORCED/MERSH

Created a logo and illustrated type for a new events agency and club night ran by ex-Super-Super staff. **(Freelance)**

Graphic Designer

December 2009

BOOM SQUEAK/HEADS HIGH

Created logo and am acting as Art Director for new youth arts and culture magazine Boom Squeak. As well as this branded their new club night Heads High, created the flyers, posters and videos to be played live at the club **(Freelance)**

Art Director

Dec 2009 -Present

THE PLAYGROUND

The Playground is an integrated agency working across Music, Events and PR. They also publish a bi-monthly magazine with a strong focus on cutting edge art and music and fashion. My duties and achievements include

- Complete redesign of the Playground identity, creating a new the logo and overall look used across all disciplines.
- Design of all promotional material for both events and B2B promotion
- Creating html content for websites such as E-Flyers, animated banners, ticket links
- Created branding, identity, cover artwork and promotional material for bands on the PR roster.
- Designed a media pack for prospective advertisers and media agencies
- Producing videos and idents to be used on the website
- Live video projections at the events, producing idents for acts at short notice
- Illustrations and some layout work for the Playground magazine including CD compilation package

Graphic Designer

Dec 2008- Present
theplayground.co.uk

KINGS OF NEON

Designed a range of printed shoes aimed at teenagers/young adults. Currently available to buy from their website **(Freelance)**

Illustration

May 2009
kingsofneon.com

MECS LETTINGS

MECS lettings is a property consultancy based in Birmingham Created logo, stationery, signage and a simple website **(Freelance)**

Logo Design

April 2009
mecslettings.co.uk

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QUALIFICATIONS

COMPUTER SKILLS

I am Mac & PC literate. I am very experienced in Adobe Photoshop (*Image editing/graphic design*), Premiere (*Video editing*) Adobe After Effects (*Special effects/Video manipulation/motion graphics*), Illustrator, Indesign (*page layout*), Powerpoint (*presentations*), Resolume (*Live video mixing*) . Paperport (*compiling scanned documents*) Omnipage (*text and graphic recognition*), Ableton Live (*Sound sequencing*)

I have a working Knowledge of Quark Express, Max/Msp (*sound design*) Flash (*Animation/motion graphics*), Dreamweaver, Cinema 4D, Encore, Basic HTML/CSS coding

Currently learning Processing, a language for coding live generative video tools

FURTHER AND HIGHER EDUCATION

Manchester Metropolitan University
BA Hons in Design and Art Direction, 2.2

North West Institute for Further and Higher Education
Merit in Foundation Studies in Art and Design, specialised in Graphic Design

SECONDARY EDUCATION

Saint Columbs College, Derry, N. Ireland

GCSE: 2 'A' grades, 6 'B' grades (*including English and Maths and Art and Design*) 2 'C' grades and 1 'D' grade (Additional Maths)

A-Level: 'B' English Literature, 'B' Art & Design, 'C' Business Studies

EMPLOYMENT/PROJECTS

BEATWAX COMMUNICATIONS/PPC (now @Borkowski)

Beatwax is an award winning integrated agency specialising in promotional events and experiential marketing solutions. The core disciplines include promotions, public relations, design and interactive. I have been involved in projects for clients such as, Sony, Lionsgate, Paramount, Marvel, One Little Indian, Warner Bros, 20th Century Fox. Duties included

- Planning and Implementing campaigns including events, design and guerrilla activity
- Brainstorming activities
- Creation of graphic material based on established brands on a very quick turnaround
- Assisting in all areas of promotional work
- Preparing new business presentations to be pitched to clients
- Mocking up artwork and visualizations for presentations.
- Creating evaluation documents on projects to be presented to clients.

DROWNED IN A DULL ROAR/FUTURESONIC

Drowned in a Dull Roar was a large Arts Council funded multimedia sound art event held in Victoria Baths, a disused Victorian bathhouse in South Manchester in association with the Futuresonic Festival. This was organized and overseen solely by myself. Over 1000 people attended over the weekend.

- Designed promotional literature and wrote press releases.
- Collaborated with Soundnetwork to organise a programme of art installations and live music for the unused spaces within the Baths over the weekend.
- Successfully applied to the Arts Council for funding who met the total cost of the event.
- Created promotional animated videos which were exhibited at the Sony PSP launch in the Futuresonic festival hub.

MICRON

Micron is a regular electronic music event based in Manchester and London.

- Created visual identity for the space through Flash/Aftereffects lighting design to be projected within the club. Each event was themed and fresh lighting, video and decor were created accordingly.

TRAMP!

Tramp! is a well established, successful weekly club night with a strong focus on cutting edge electronic sounds and arresting visuals based in Manchester ran by Sonic Boom promotions. Duties included

- Working on the existing visual identity for the club producing films and motion graphics.
- Producing animations and delivering them with short turn around times for different international bands and Djs every week including Diplo, Bonde de Role and Modeselektor projecting and mixing these animations in the club

POSITION

Intern

March - June 08
beatwax.com

Event Manager/ Art Director

Jan-July 2007
futuresonic.com

Video Design

Sept 2006- 2008:
micronclub.co.uk

Video Design

Jan 2006-2008:

REFERENCES AVAILABLE ON REQUEST