BIOGRAPHY

Name — Simon Spencer-Harvey

Location — Based in Newcastle upon Tyne (UK), but with 1.3GB broadband and I can work remotely anywhere within 5hrs of of GMT.

Set-up — Fully licensed with up-to-date industry standard creative software and with high-spec hardware (PC & Mac).

CREATIVE DIRECTOR & POLYMATH

Picture this: 15+ thrilling years spent diving headfirst into a world of creativity. I've worn various hats along the way, from **Global Brand Art Director** to **Director of Video and Motion, Creative Team Lead,** and **Senior 3D Designer.** The roller coaster of experiences has given me a treasure trove of skills and a passion that continues to burn brighter than ever.

Throughout my career, I've had the privilege of joining forces with top-notch brands, startups, agencies, and in-house dream teams. Think of me as the go-to problem-solver in the creative realm, always ready to tackle new challenges with an open mind and a friendly smile.

Don't just take my word for it; my **LinkedIn references** will back me up on that!

DIRECTION

- By delivering Qredo's best video metrics on a single video, leading to changing the collective mindset, to create a human and techno-jargon-free brand tone of voice.
- Increased traffic to the website by nearly 10% after a creative brand refresh across all channels.
- Led a substantial improvement in the brand team's performance, increasing output by implementing professional pipelines and industry best practices, incorporating tools such as Asana, Frame.io, and Adobe Libraries.
- Enriched the marketing team's skill set through tailored video training to cover filming, streaming, Adobe Express editing, and panel production via Streamlab's TalkStudio.

CREATIVE

- Developed and executed innovative campaigns that exceeded KPI requirements and resonated with target audiences resulting in increased brand loyalty and profitability.
- Throughout diverse roles, earned numerous national and global accolades for campaigns, innovations, and outstanding results.

TECHNICAL INNOVATION

- In addition to my more traditional creative training, I have been an early adopter of cutting-edge technologies, including CGI, AR, VR, AI, Projection Mapping, and MOCAP, providing a polymathic perspective across channels and disciplines.
- My commitment to learning is unwavering; continually staying abreast of the latest creative trends and technical solutions through participation in conferences, online courses, and personal R&D.

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EXPERIENCE

Details:

Most notable achievements:

Creative Director
Events
UNLEASH Events - from 2024
Global (remote)

- Improved effiencies, reducing team from 7 full time freelancers to 3 in-house designers.
- Delivered all content for UNLEASH's largest and most successful event
- Created pitch campaign for single most valuable tender worth over $500k

Brand Manager
E-learning
Thrive - 2023-2024
UK (remote 6-month contract)

- Implemented structured creative pipelines, design systems, and refined PM processes.
- Completed the 2023 re-brand.
- Worked with an external agency to redesign the website in Webflow, Lottie, and Spline.

Head of Video & Motion
Web3/Crypto startup
Qredo / Ankex - 2021-2023
Global (remote)

- Co-directed the in-house rebrand.
- Built the first brand portal and DAM
- Directed the brand and event production for the first company-wide off-site.

Gobal Brand Art-Director
Fintech/SaaS
Sage / Intacct 2017-2021
Global (remote)

- Won 11 international awards at Sage.
- Initiated a lot of 'firsts' at Sage—360 video, non-linear animation narrative, AR experiences, and a personalized ABMs.
- Launched two of the most successful internal communications projects during my tenure.

Senior Motion Graphics
VR/Tech startup
Zerolight 2015-2017
Newcastle upon Tyne, UK

- Created a social video strategy that increased weekly plays from less than 400 per week to over 1,000.
- Implemented video backplate compositing and geometry generation from 3D point clouds, used for game-based and VR-based car configurators.

Creative Lead
Events production
R&Bgroup 2011-2015
Newcastle upon Tyne, UK

- Developed custom projection mapping technology and creative pipelines.
- Introduced AR/VR to win pitches.
- Slashed the number of lost pitches by nearly 50% through high-quality designs, visualisations and experiential concepts.
- Revolutionized stage set production using modular assets, including vacuum-formed plastics, cardboard engineering, CNC'd foamex, and 3D printing.

3D Designer
Agency
Bezier Group/Coutts/Bluetouch
Leeds, UK

- Project lead–designing and building a talior-made interactive and immersive CAVE.
- Constructed a bespoke Render.
- Early-adopter of augmented reality and Unity games-engine-based virtual experiences.

Head of Corporate Events
Gallery
BALTIC, 2003-2007
Gateshead, UK

- Increased profits by over 30% in first year and continued that grow in following years.
- Transformed service into 'full events production' by supplementing new services.

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AWARDS

2022

15Five
Received the 2nd most colleague Hi-Fives in the last 12 months out of a company of 200.

2020

The Telly Awards 2020—winning gold and silver
On behalf of employer: Sage
Client: Internal campaign

2020

UK Communications Awards 2020—winning silver
On behalf of employer: Sage
Client: Internal campaign

2017

IHAF 2020—honorable mention
On behalf of employer: Sage
Client: Internal campaign

2016

Northern Tech Awards—best presenation award
On behalf of employer: Zerolight
Client: Internal stakeholder

2013

AV Awards 2013—grand prix and best live event
On behalf of employer: R&Group
Client: North East Business Awards

EDUCATION

2023
Spline.Design
uDemy (virtual)

2023
Unreal rendering
LinkedIn learning (virtual)

2022
Motion Pro
School of Motion (virtual)

2022
Blockchain
Oxford (virtual)

2020, 2022 & 2023
Adobe Max
US (virtual)

2019, 2020 & 2021
Vertex
London, Expo and lecture

2019
Lite drone training
HeliGuys

2017
Creative pitch presentation
Private–Sage

2008
GNVQ L5 Management
Gateshead College

2007
Cinema 4D Visualisation
University of Sunderland

2006
Public speaking
Private–Baltic

2004–3 year BA Degree
Fine Art 2.1
University of Brighton

SOFTWARE

CREATIVE TOOLS

REMOTE | 3D | MOTION | VIDEO | PHOTO | GRAPHIC | INTERACTIVE | HARDWARE

Software	Proficiency (filled / 10)
REMOTE	
Monday/Asana/Workfront	9
Frame.io/ProofHQ/Wipster	10
Figma/Figjam	8
Dropbox/Adobe Libraries	10
3D	
Maxon Cinema 4D	10
X-particles	6
Redshift	7
Blender	3
Mixamo /Move.io/Daz3D	4
Spline.Design/Vectory	8
GreyScale Gorilla tools	8
Z-brush/Forger/Medium VR	3
MOTION	
Adobe AfterEffects	10
Runway/Ebsynth (AI)	7
Red Giant Suite	7
Adobe Character	4
Lottie/BodyMovin	10
VIDEO	
Adobe Premiere	10
ScreenFlow/Camtasia	9
Adobe Audition	6
MelonApp/Vimeo/YouTube	9
PHOTO	
Adobe Photoshop	10
Adobe Lightroom	4
GRAPHIC	
ProCreate	9
Adobe Illustrator	7
Adobe InDesign	7
Midjourney/Firefly (AI)	7
INTERACTIVE	
PowerPoint/Keynote	9
Zapworks, Adobe Aero	3
Pano2VR & Obect2VR	4
Wix/Webflow	6
Ceros/Foleon/Vev.Design	8
HARDWARE	
MadMapper/projection	8
DJI gimbles & mini drones	5
Edelkrone motorised rigs	4
Sony/DJI cameras/lenses	8

PORTFOLIO LINKS

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SKILLS

CREATIVE SKILLS

Video production/direction	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Holistic campaign design	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
2D/3D motion graphic/FX	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
3D design events/expo	■ ■ ■ ■ ■ ■ ■ ■ □ □
Retouching/matte painting	■ ■ ■ ■ ■ ■ □ □ □ □
3D visualisation	■ ■ ■ ■ ■ ■ ■ ■ □ □
Audio editing/soundscape	■ ■ ■ ■ ■ □ □ □ □ □
Video Editing	■ ■ ■ ■ ■ ■ ■ ■ □ □
Videography/photography	■ ■ ■ ■ ■ ■ □ □ □ □
Graphic design/brand dev.	■ ■ ■ ■ ■ ■ ■ ■ □ □
Storyboarding	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Presentation design	■ ■ ■ ■ ■ ■ ■ ■ ■ □
AR	■ ■ ■ ■ ■ □ □ □ □ □
2D illustration	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
360 photo/video/HDR	■ ■ ■ ■ □ □ □ □ □ □
Voice-over artist	■ ■ ■ ■ ■ ■ ■ ■ □ □
Copy/Script Writing	■ ■ ■ ■ ■ □ □ □ □ □
AI prompting	■ ■ ■ ■ ■ ■ ■ □ □ □

SOFT SKILLS

Belbin test results: 'Completer-Finisher' and 'Plant/creative'

Direction/project leader	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Collaboration	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Client comms	■ ■ ■ ■ ■ ■ ■ □ □ □
Technical ability/knowledge	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Organisational/planning	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Budgets/projections	■ ■ ■ ■ ■ ■ ■ ■ □ □
Pitching	■ ■ ■ ■ ■ ■ ■ ■ □ □
Creativity/storytelling	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Mentoring/teaching	■ ■ ■ ■ ■ ■ ■ ■ ■ □
Stratagy	■ ■ ■ ■ ■ ■ ■ □ □ □

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