

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).

ART DIRECTOR / MOTION SPECIALIST

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.

PORTFOLIO
LINKS

EXPERIENCE

Details:

Most notable achievements:

Director of Video & Motion

Qredo / Ankex - 2021-2023

Global (remote)

- Implemented structured creative pipelines and design systems.
- 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.

Global brand art-director

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

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)

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.

Senior 3D designer (Retail)

Bezier Group/Coutts/Bluetouch

Leeds, UK

- Project lead—designing and building a tailor-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

BALTIC, 2003-2007

Gateshead, UK

- Increased profits by over 30% in first year and continued that grow in following years.
- Achieved 'full events production' by supplementing new services to include:
 - Full event planning
 - Stage set design and build
 - Presentation design
 - Graphic support
 - AV support

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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 presentation 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

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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

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	■	■	■	■	■	■	■	■	■	■
Communication	■	■	■	■	■	■	■	■	■	■
Technical ability/knowledge	■	■	■	■	■	■	■	■	■	■
Organisational/planning	■	■	■	■	■	■	■	■	■	■
Budgets/projections	■	■	■	■	■	■	■	■	■	■
Pitching	■	■	■	■	■	■	■	■	■	■
Creativity/storytelling	■	■	■	■	■	■	■	■	■	■
Mentoring/teaching	■	■	■	■	■	■	■	■	■	■
Strategy	■	■	■	■	■	■	■	■	■	■

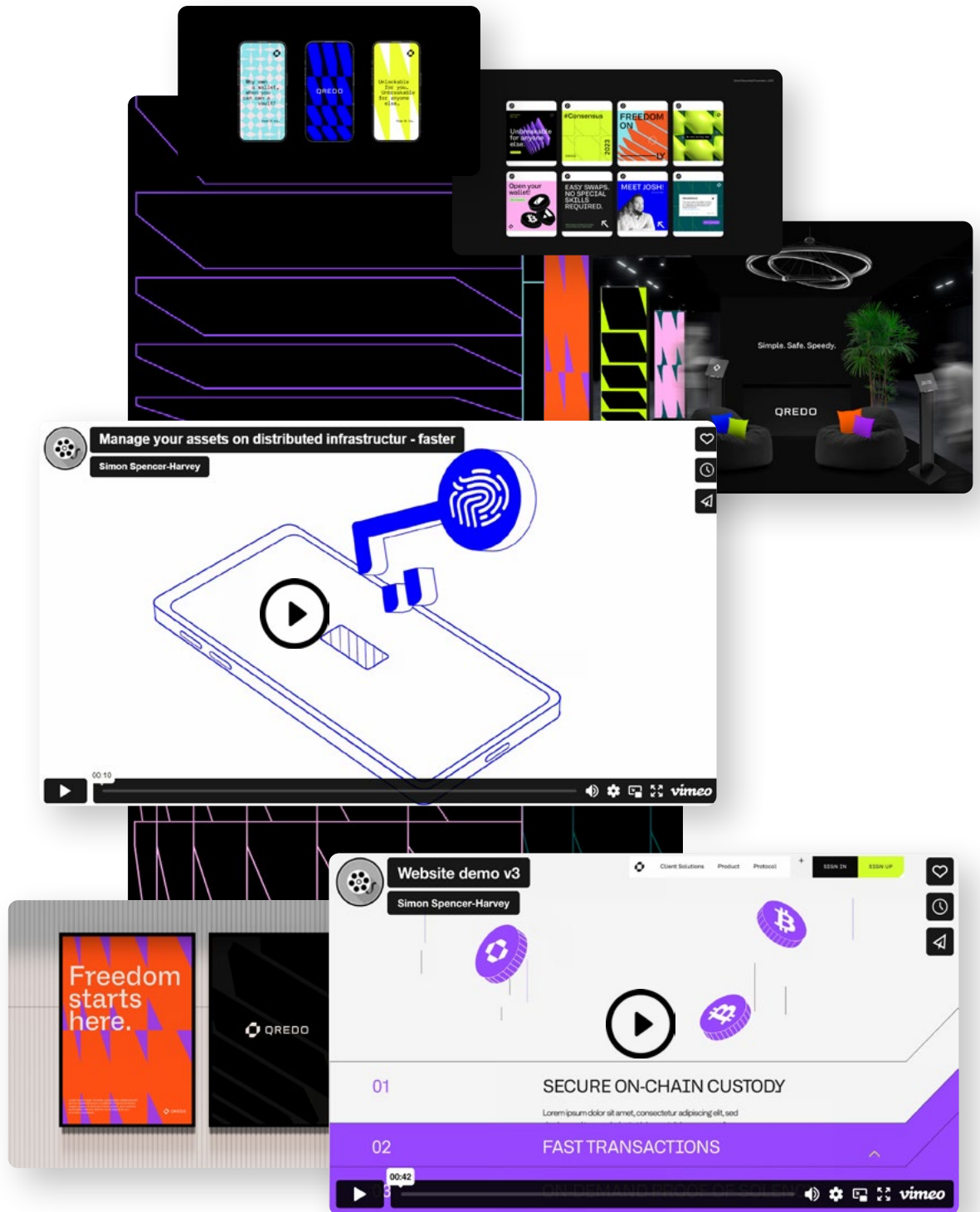
PORTFOLIO TEASERS: 2023 QREDO FULL REBRAND

ABOUT

Provided creative direction on:

- Logo dev.
- Illustration
- Motion
- Mock-ups
- Pitch decks
- Photography
- Design system

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QREDO

PORTFOLIO TEASERS: 2022 ANKEX NEW BRAND DEVELOPMENT

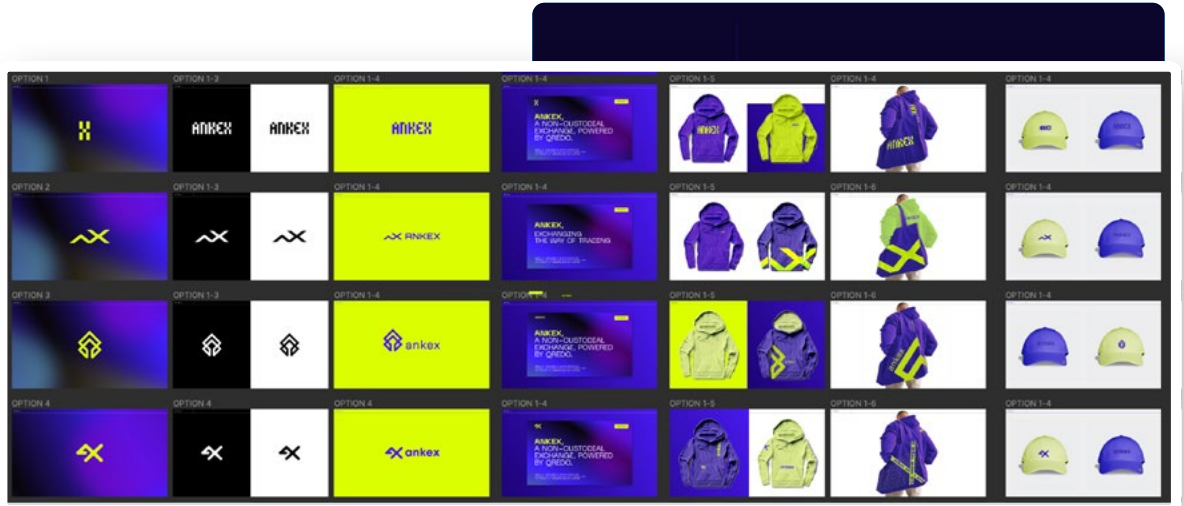
ABOUT

Provided creative direction on:

- Logo dev.
- Motion
- Mock-ups
- Pitch decks
- Design System

ANKEX

PORTFOLIO LINKS



TYPOGRAPHY

HY.

A short description (if realized) can be added here.

Typography / Headlines

Aa

Aa

PP Neue Machina

Space Mono

UltraBold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

PP Neue Machina

Space Mono

Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Regular
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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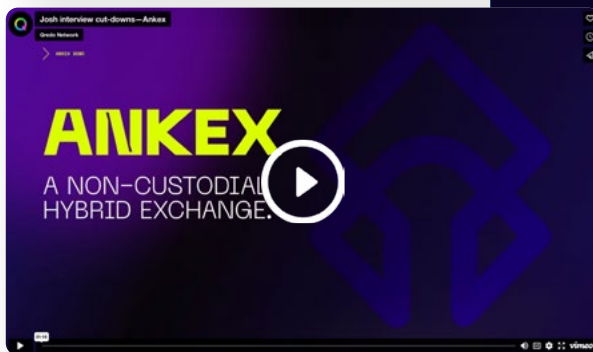
Example:

BRICK WALL

**OBI-WAN IS HERE.
THE FORCE IS WITH
HIM. SHE MUST HAVE
HIDDEN THE PLANS**

Don't act so surprised, Your Highness. You weren't on any mercy mission this time. Several Idemnissions were bombed to this ship by Rebel spies. I want to know what happened to the plans they sent you. Hokey religions and ancient weapons are no match for a good blaster at your side, kid.

Read full article...



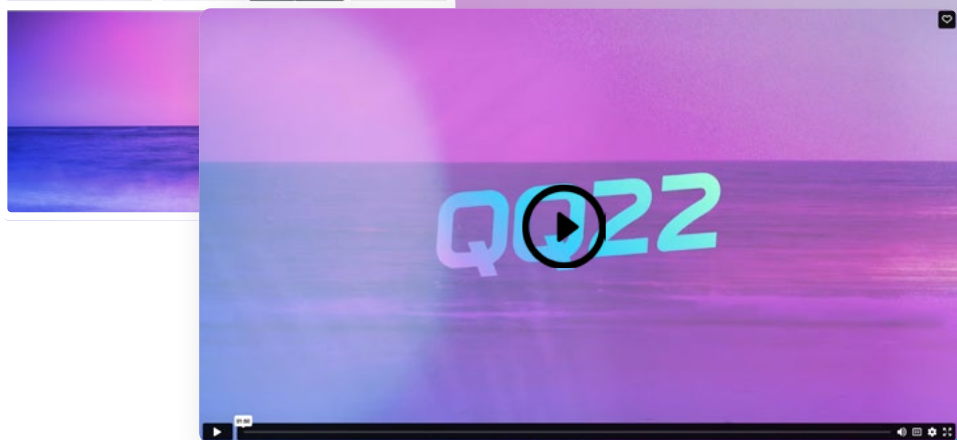
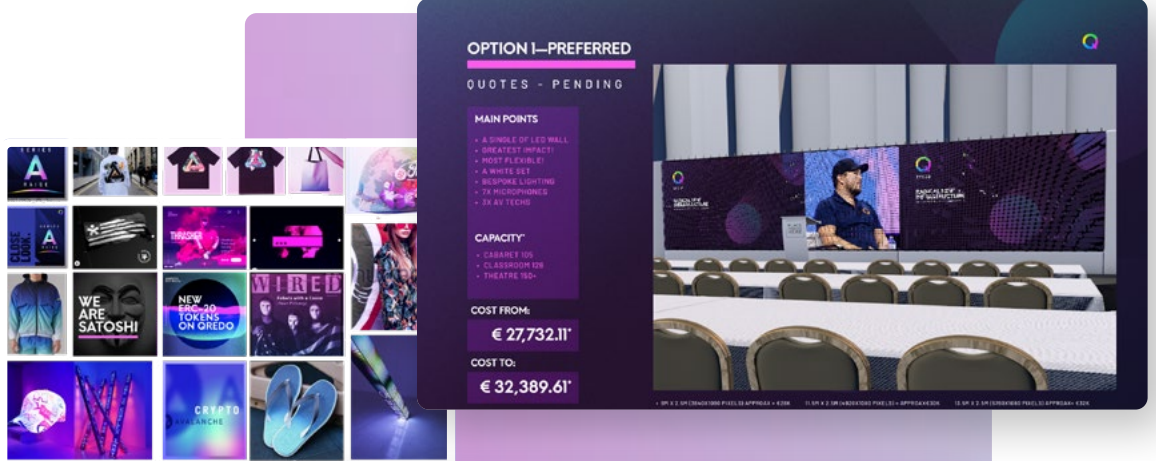
PORTFOLIO TEASERS: 2022 COMPANY OFFSITE - MICRO BRAND

ABOUT

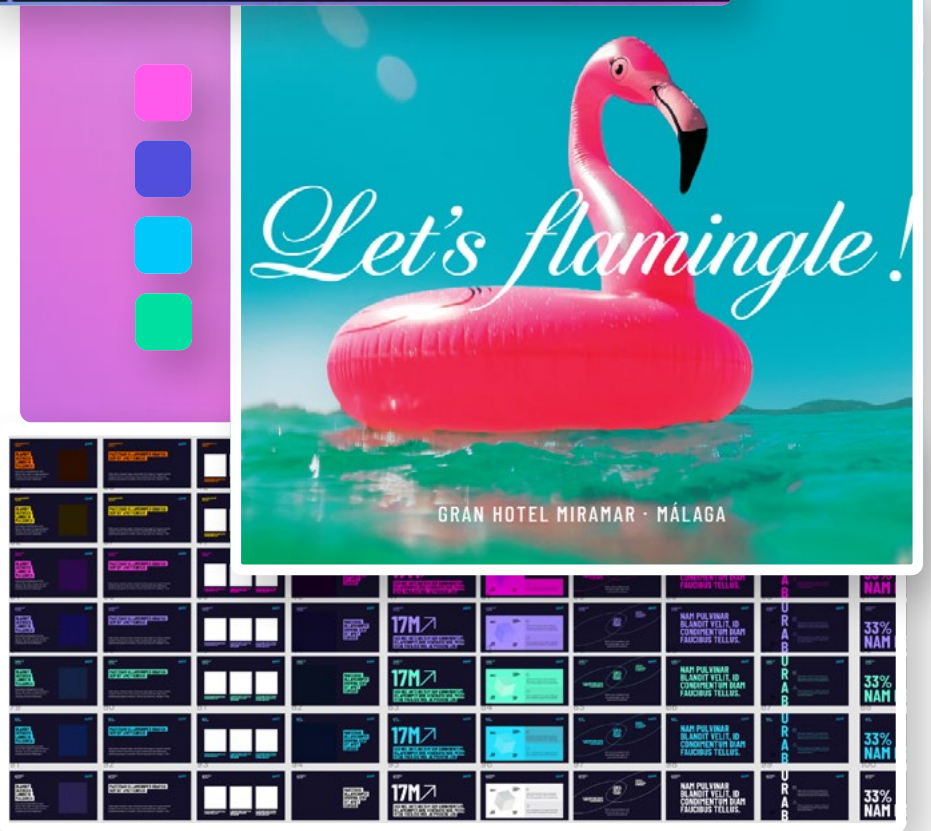
Provided full event creative campaign and production:

- AV hire
- 3D design
- Videography
- Photography
- Motion
- Presentations
- Logistics
- Merchandise
- Branding

PORTFOLIO LINKS



QUAKE



PORTFOLIO TEASERS: 2023 CONSENSUS - MICROBRAND

ABOUT

Creative campaign
direction, pre-to-
post:

- 3D design
- Social
- Mocap
- Character rig
- Motion
- Coaching
- Editing
- Merchandise

PORTFOLIO
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QREDO



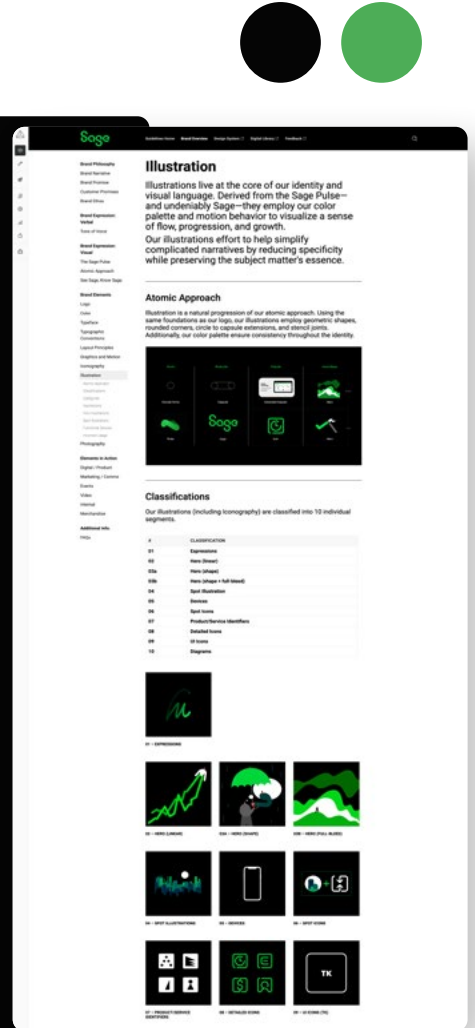
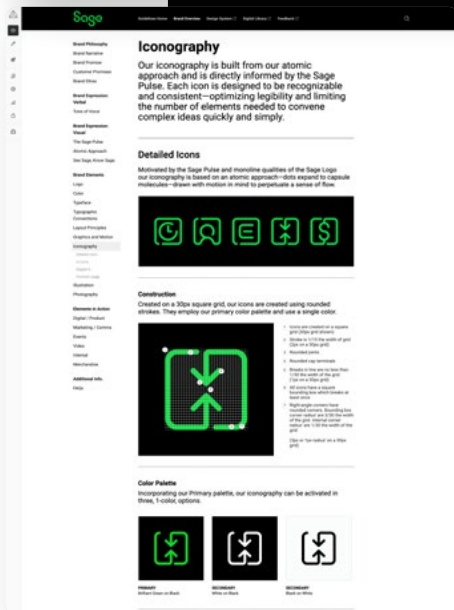
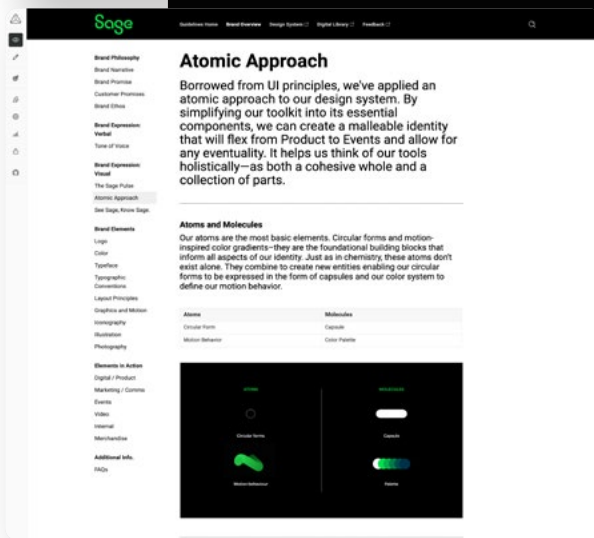
PORTFOLIO TEASERS: 2021 SAGE - FULL REBRAND

ABOUT

Evaluating & testing and developing based on initial concepts provided by Wolf Ollins:

- 3D
- Animation
- Video tool-kit
- Illustration
- Motion
- Iconography

PORTFOLIO LINKS



SAGE

PORTFOLIO TEASERS: 2021 SAGE - CAMPAIGN STYLE GUIDE

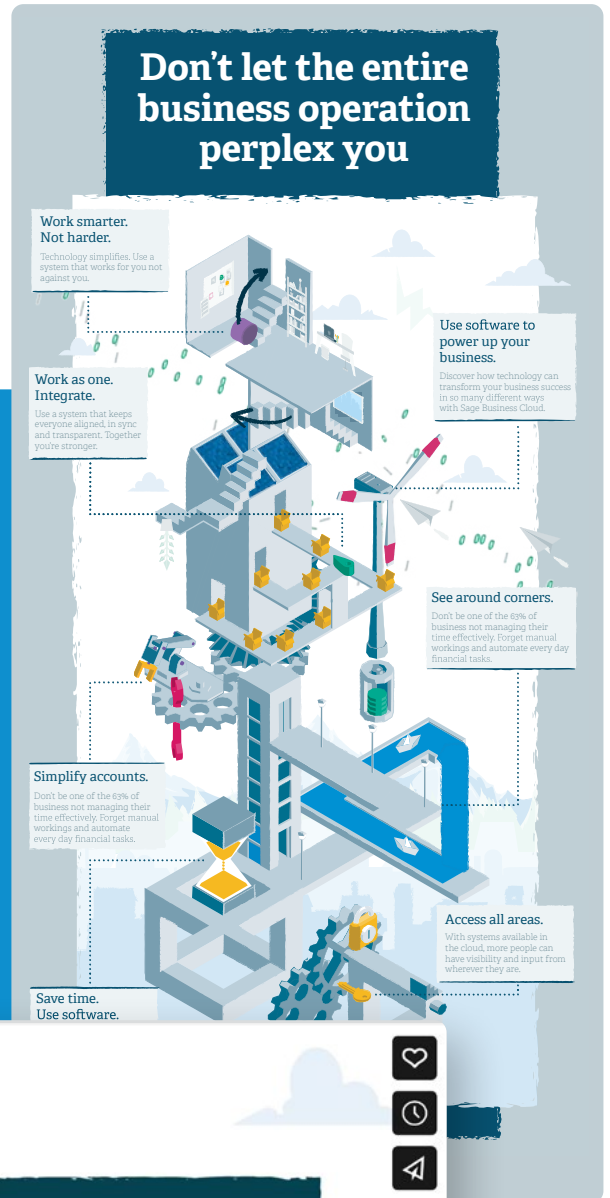
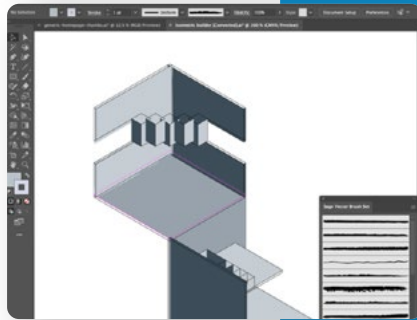
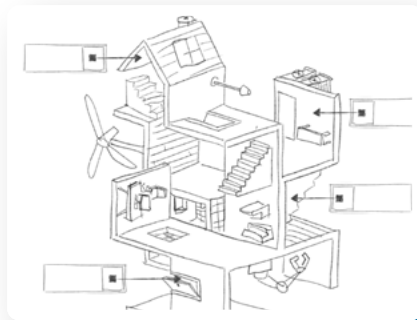
ABOUT

Creative direction:

- Pitching
- Illustration
- 3D
- Animation

X3

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PORTFOLIO TEASERS:

2027 ZEROLIGHT & STARVR - FILM PROD.

STARVR

ABOUT

One-man film crew:

- Vox pops
- Event filming
- B-roll
- Colour-grade
- Jib/crane
- Gimbal
- lighting
- Videography
- Audio

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PORTFOLIO TEASERS:

2015 RBGROUP & NHS - EVENT PRODUCTION

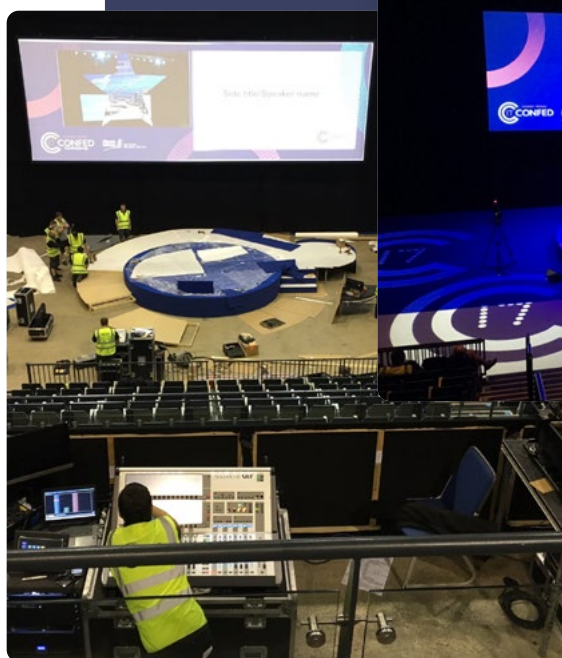
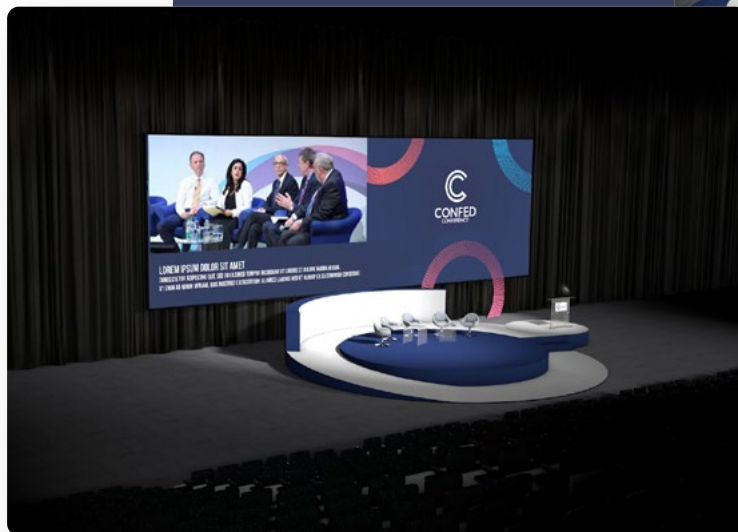
ABOUT

Creative lead:

- 3D designs
- CAD
- Graphic design
- Presentation



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NHS