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skillsets and experience

- over 15 years' experience in corporate identity, graphic design and branding, with a proven design capability in the areas of corporate identity and branding, online identity development, information architecture, cross-media information systems, interface development and print production.
- over 12 years' experience in web site design, user interface and interactive media development, with significant first-hand experience and expertise in web site / interactive media project planning, design and execution.
- strong first-hand business and studio experience; ran own design company in Hong Kong from 1989 to 1998; ran busy design and managed design studio for major regional identity consultant between 1998 and 2001.
- key proficiency in latest web development and deployment techniques, including CSS, RSS, video-to-web, blogging tools, podcast production, etc.
- highly proficient, hands-on experience in all major web and graphic software applications, including Dreamweaver, Fireworks, Flash, Photoshop, Illustrator, InDesign, Final Cut Pro (Apple Certified), DVD StudioPro, Maya, ProTools, Nuendo, Isadora, Max/MSP.
- proven copy-writing capability, esp. in the areas of I.T. and telecommunications

career experience

nickfoxall.com [www.nickfoxall.com]

(may 2001 – present)

creative director and principal:

Own freelance web, multimedia and video creative production company, working for a range of leading clients, including;

- Future Television (FTV) [www.ftv.net.au]
- Motion Picture Association (Asia Pacific)
- Nice Connection Limited [www.nice-connection.com]
- China Water Company [www.chinawater.com.hk]
- Calvin Charles Gallery [www.calvincharles.com]
- Mandatory Provident Funds Authority [www.mpfaq.org]
- Independent Financial Advisors Association [www.ifaa.com.hk]
- O² Phones

i Group, Strategic Identity Design Consultants [www.igroup.com.hk]

(november 1998 – march 2001)

creative director:

In charge of busy design studio, managing team of 6 designers and production support staff. Responsible for overseeing and guiding creative direction in corporate identity, brand design and interactive media brand development for leading clients in Asia. Also undertook client presentations and ongoing client liaison, as well as creating briefs, reports and written proposals. Responsible for in-house training of design team in interactive and web-based media fields.

key achievements:

- Oversaw redesign and re-write of company's marketing strategy with new focus on web and interactive media business, including creation of i Group web site
- Secured over US\$130,000 new business in web and interactive media projects
- Set up and trained in-house web design and interactive media team
- Oversaw creative direction and production of large-scale CD-ROM-based interactive brand identity guides
- Restructured brand design team to handle major high-tech and telecommunication clients from Taiwan and Malaysia
- Successfully implemented new corporate identity and brand strategy programmes for major regional I.T. clients

designStream, Design Consultants [www.design.com.hk]

(december 1989 – september 1998)

creative director and principal:

Founded designStream in 1989 as a desktop publishing and graphic design consultancy. Built company into a leading local design house for graphic design, identity design, web site and print design. Sold designStream in 1998 to join i Group (see above).

key achievements:

- 1990-1995; built the company into a successful design consultancy, specialising in below-the-line print projects for major I.T., telecom and media companies
 - Clients included AT&T, Oracle, GlobalOne, Sun Microsystems, HP, Digital (now Compaq), Xilinx, Asiaweek, Far Eastern Economic Review and Time Life Asia
- services included design, copy-writing, production, printing and fulfillment
- 1991-1993: designed, produced, edited and ran successful Apple Macintosh magazine for the local market.
- 1994-1996: co-produced and edited professional I.T. magazine aimed at the local open systems and client-server market
- 1995-1998; successfully shifted core business stream to Internet consultancy and web site design; one of the first companies in Hong Kong to offer a professional corporate web design.
 - Clients included Hongkong Telecom (now PCCW-HKT), Neil Pryde Ltd., Zuellig Pharma Group, Reuters, Shriro Group, and Hong Kong International Film Festival.

Hong Kong Resort Co. Ltd.

(september 1986 – november 1989)

in-house design director and modelmaker:

Initially supervised and participated in construction of sales display models for new residential developments at Discovery Bay, a resort community in Hong Kong. Later took on responsibilities for in house design projects. Managed small in-house graphic design department, handling promotional material for the resort.

awards and exposure

Documentary film: "Adventure under Sail"
Awarded First Prize (documentary section) Beijing International Student Film Festival, April, 2004.

Interactive Installation for elevators: "uplift project"
Featured in CREAM magazine (Hong Kong), March 2004.

"Course opens way for more artistic career"
Profiled in South China Morning Post (Hong Kong) special section on Postgraduate degrees, January, 2005.

Thesis & Media Art Project: "HandHeld"
Shown at *MediaLogue Plus* (public exhibition of School of Creative Media graduation works), July 28th – August 1st 2005, Hong Kong.

Shown at *Microwave International Media Arts Festival & Exhibition*:
October 2005, Hong Kong.

Shown at *Hong Kong Innovation Expo*, November, 2005.

Media Art Project: "Untitled Announcements"
Shown at *Writing Machine Collective 2* exhibition, 12 January – 8 February 2007, Cattle Depot Artist's Village, Hong Kong.

education

tertiary: Degree in 3-Dimensional Design and Modelmaking
university: Kent Institute of Art & Design (formerly Medway College of Design)

tertiary: Masters Degree (MFA) in Media Design & Technology
university: School of Creative Media, City University of Hong Kong.
[GPA: 4.03, Classification: Distinction]

additional training: Apple Certified Pro
Final Cut Pro 5, Level One: August, 2006.
Final Cut Pro 6, Level One: September, 2007

Final Cut Pro, Digital Video Editing.
Part-time course: Vancouver Film School, Canada. February, 2002.

Tomatoyko Workshop
Creative development workshop in Tokyo, organized and staged by London creative house, Tomato. October, 2001.

additional information

languages: english, elementary cantonese & mandarin.
volunteer work: Former member of the Rotary Club of Wanchai; regularly involved in community service projects in Hong Kong and China
interests: digital photography and video, mountain biking, snowboarding, American motorcycles.