

Marta Swannie

Location	Phone	Email	Website	References
London, UK	07971 408 730	marta.swannie@gmail.com	www.martaswannie.com	On request

Summary

- Interactive Creative Director; 18 years in the digital industry creating award-winning interactive work for major brands including **PlayStation, Orange, Red Bull, P&G, BBC, Sony Music.**
- Leadership; co-founded digital agency in 2002 (17 employees).
- Entrepreneur; raised 2 rounds of VC funding to develop Art on Demand applications.
- Designed and launched art on demand service MemoryPrints; £6.5m revenues to date. Clients include the **National Gallery, Tate, V&A, NPG, Science Museum, Museum of London, Getty** and the **National Trust.**
- Expert in online branding, UI and UX design, creating large scale websites and applications for major brands with proven results.
- Awards include **D&AD, BIMAs, FWA SOTDs, Adobe Max, European Design Silver, Axiem** and a **BAFTA** nomination.
- Sold business in November 2013.

Career Summary

January 2002 - November 2013
London UK

Picture Cabinet (formerly Cabinet)

Co-founder, Creative Director

Versatile digital agency with long-term clients, speciality in Art on Demand for web, mobile and touchscreen kiosk. Leader in the industry, clients (40+) include major galleries in the UK and US. **National Gallery, V&A, National Portrait Gallery, Science Museum, Getty, Ladybird, Museum of London, Orange, T-Mobile, PlayStation, Fuji, Royal Caribbean, Cunard, Disney**

March 2008 - March 2010
London UK

Less Rain

Interactive Creative Director

Creative agency with a focus on creating innovative user experiences on digital platforms. Work characterized by strong concepts, incredible design and engaging interaction.

Red Bull, O2, BBC, Neoderma, Penguin

January 1997- December 2001
London UK

Zone Group

Interactive Creative Director

Maverick new media agency known for pushing creative and technical boundaries. Efforts were recognised through press and industry awards.

Orange, PlayStation, Yell, P+G, Jigsaw and Sony Music.

July 1995- December 1996
London UK

CRT Multimedia

Lead Designer / Design Manager

Multimedia agency producing educational CD-ROMs and bespoke learning products. Biggest selling series of consumer tutorial products that retailed in the USA and Europe. **EasyTutor, IBM**

Education and Scholarships

1994

BFA, Major in Digital Multimedia, Minor in Art History.
NSCAD University, NS, Canada

1992

Fine Art and Design studies (part of BFA)
The Cooper Union, NY, USA

1991

NSCAD Endowment Fund Scholarship

1993

NSCAD Centennial Fund Scholarship

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Career Details

January 2002 - November 2013

London UK

Picture Cabinet (formerly Cabinet)

Co-founder, Creative Director

- Co-founder, bringing both Orange and PlayStation to the business
- Raised 2 rounds of VC funding to develop Art on Demand applications. Launched MemoryPrints art on demand service, signing up major galleries and museums, generating £6.5m in revenues for the Arts + Heritage industry (Museums & Heritage Award).
- Redesigned major sites for Orange including Orange.com, Orange Insurance, Orange Innovators, Orange Trials and oversaw the global Orange Brand site for 7 years
- Created numerous microsites for PlayStation, including Tekken 4 and PS Experience
- Redesigned online shops for the V&A and National Gallery, increasing turnover by 6 fold
- Designed industry leading photo kiosk for major cruise lines (Royal Caribbean, Cunard, Disney) which helped 'grow interactive sales by 2000% in 2 years, generating \$millions'
- Created new range of Art on Demand mobile Apps, signing up the V+A, Science Museum, and the National Trust.

Responsible for creative direction, digital product strategy, branding, UI and UX design. I oversee developers, designers, project managers and account managers. I maintain client relationships directly and pitch to new clients.

March 2008 - March 2010

London UK

Less Rain

Interactive Creative Director (part time)

- Negotiated new client Made in Me and led *The Land of Me* project: a suite of interactive early learning adventures for desktop and tablet, published by Penguin (BAFTA nominated, European Design awards, + more)
- Promoted 'creative tools' to Red Bull; led the *Red Bull Tall Story Contest*, a creative story-writing site which provided template for international campaign. Created Red Bull Flugtag site for designing flying machines
- Created elegant, multilingual consumer site for luxury natural beauty brand Neoderma
- Launched the *Memory Project* an interactive photo 'cyclorama' and social app for the launch of O2's Bluebook service.
- Created *A Message from Earth* social app for the creation of intergalactic messages that were broadcast by radio signal to Gliese 581 c.

I worked with Less Rain to win new business, lead digital projects and strengthen their position with major client Red Bull. I was responsible for concept development, creative direction, pitching, UI & UX design and oversaw production.

January 1997- December 2001

London UK

Zone Group

Interactive Creative Director

- Led the Creative department, growing it from 5 to 25 employees
- Expanded PlayStation UK account from small editorial contract to lead digital agency
- Launched the first playstation.co.uk site with time released online 'soap opera' teaser campaign *The Waiting Room* written with Miranda Sawyer, and spoof youth site www.youarecoolwearecool.com
- Created more than 20 Game microsites for playstation.com
- Created cutting-edge interactive Changes Beauty Studio featuring P&G products, translated into 15 languages and still being sold today (Axiem, D&AD nominated)
- Launched Orange Totem, in store touch screen kiosk in Orange shops, allowing customers to learn about new products and services (D&AD award)
- Inc-credible.com website for Sony music's dance label INCredible (winner of the first Online Music Award)

I headed up the Creative & Production departments, overseeing numerous projects with a team of producers. I was responsible for creative direction, concept development, UXD, pitching, resourcing (including hiring freelancers, sub-contractors, models, journalists, voice-over artists, musicians, animators, etc.) budgeting and ensuring projects were delivered smoothly to clients.

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Career Details continued

July 1995- December 1996

London UK

CRT Multimedia

Lead Designer / Design Manager

- Designed EasyTutor range of interactive educational CDROMs, the biggest selling series of consumer tutorial products that retailed in the USA and Europe (BIMA)
- Packaging design for consumer products
- Designed bespoke interactive learning tutorials for clients including IBM
- Promoted to Design Manager, heading up design and production departments

Responsibilities included concept design, interface design, animation production, video production, packaging and print design, Line management for design department.

Skills

Creative direction, digital strategy, visual interface design, user experience design, information design, concept ideation, branding, e-commerce, online advertising, creative strategy, wireframing, storyboarding, budgeting, resourcing, production, pitching, proposal writing, management, leadership & mentoring.