

*Home address*

# CRAIG SHERWOOD

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[www.csherwood.uk](http://www.csherwood.uk)

## EMPLOYMENT

AUG 2017 - Present  
**Creative Director**  
Extreme Exhibitions

Brought in as the **creative director** to lead and inspire the creative team and evolve an already strong and successful exhibition company into a creative studio, implementing an entire new hardware and software package, organising a training schedule and encouraging a more creative approach to our proposals across the company.

In addition to the above, it is my responsibility to ensure all work is scheduled appropriately, all proposals leave the studio are completed to an exceptionally high level, encourage continued staff exposure to events, textures and finishes, as well as the wider design world to help draw inspiration from, ensuring the design team has the best foundation to achieve award winning designs.

APR 2015 - AUG 2016  
**Senior 3D Designer**  
2Heads Global Design

**Senior Exhibition Designer** reporting to the Studio Manager, it was my responsibility to create imaginative and appealing design concepts, working closely with a team of creatives to produce stunning proposals.

NOV 2012 - APR 2015  
**Senior 3D Designer**  
HBM

As the **sole creative designer** in the company it was my challenge to keep creating winning design concepts, keeping the production team busy and handling a team of freelancers as required.

SEPT 2011 - AUG 2012  
**3D Designer and Project Manager**  
Presentations International

**Exhibition Designer and Project Manager** utilising 3D Studio Max & Vectorworks for the entire design package from brief to install. Whilst here I managed a 12 stand show program across 8 countries for their biggest client, including Dubai, Singapore, India, Latin America and across Europe, alongside designing, managing and growing other clients at the same time

OCT 2002 - AUG 2011  
**3D Visualiser and Product Designer**  
SMP Playgrounds/HAGS

**3D Visualiser and Product Designer**. A 2-part role where one element was the visualisation of community playgrounds. The second was designing the play equipment itself. Both roles required a clear understanding of the end-user interaction.

## FREELANCE PROJECTS

2012 / 2016-2017  
**Pulse Group/2Heads/HBM Ltd**  
**CEI Exhibitions/Extreme Exhibitions**

*Latest client work*  
Concept designs for various clients and agencies, including Emirates Airlines for Pulse Group, Bombardier for 2Heads and Tawazan for HBM just to highlight a few.

1999  
**Walt Disney Studios (Placement)**

Yes, thats right, not a misprint.. I worked alongside the animators based at MGM Studios, Florida on the Disney's Dinosuar project (a not so successful Disney film but an unforgettable one for me)

AUG 2012 - SEPT 2012  
**Safety Team Leader - 2012 Olympics**

It may not be design work, in fact it isn't even paid work, but running the on water safety team at this huge event is a testament to my team **leadership and managerial skills**.

## EDUCATION

*if it will help*

1996 - 1998

**GNVQ Advanced in Art and Design**

A-Level in Fine Arts

Brooklands College, Weybridge

1992 - 1996

**Maths, English, English Lit, Biology, German, Art, D&T**

The Magna Carta School, Egham (GCSE)

## SKILLS

### SOFTWARE

**3D Studio Max** (Corona and Vray), Vectorworks, Adobe Suite (Full), Microsoft Office Suite.

## INTERESTS

*My other passions!*

Surfing, Cycling, Running... basically keeping fit! Anything to keep my **adeneline pumping**. I am currently working towards another Ironman and have recently cycled the length of the UK.