

# CRAIG SHERWOOD

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## EMPLOYMENT

NOV 2021 - June 2023  
Creative Director - Contract  
DSA ltd

As the creative director it was my responsibility to evolve an already strong and successful exhibition company into a multi disciplinary creative studio, including revising the brand and all elements around this.

Other main responsibilities included the creation and presentation of concept proposals, overseeing all technical drawings and managing a team of freelancers and developing and mentoring the inhouse graduate talent

AUG 2017 - OCT 2020  
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 was my responsibility to ensure all work was scheduled appropriately, all proposals leave the studio and 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  
Lead 3D Designer  
BJA Design

Senior Exhibition Designer responsible for ensuring all creative concepts excel beyond client expectation, produce stunning proposals and be face-to-face with clients at all stages of the creative process.

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

Reporting directly 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 handelling a team of freelancers as required.

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

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

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

JUL 2023-Current  
M-IS/CreativeCo/3Fold/  
Priority/Driscoll Brothers

Concept designs for Experiential and Exhibition spaces for various clients and agencies, including HiltonStays, Pizza Express, SportingTech, Playnetic and Spribe

Jan 2021  
DSA/TBA group/  
Polished Rock/CLIP

Concept designs for both physical and virtual events for various clients and agencies, including Silverstone, Toyota, LEVC, Golden Bear and many more

SEPT 2012  
Pulse Group/2Heads/HBM ltd  
CEI Exhibitions/Extreme Exhibitions

Concept designs for various clients and agencies, including Emirates for Pulse Group, Globo for 2Heads and Tawazan for HBM.

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.

## SKILLS

### SOFTWARE

3D Studio Max (Corona & Vray), Unreal Engine, Vectorworks, Photoshop, InDesign, Illustrator, Premier Pro, TwinMotion Microsoft Office Suite.

## INTERESTS

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