

CRAIG SHERWOOD

07595 043236

me@csherwood.uk

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
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 handling 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

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.

EDUCATION

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 & Vray), Unreal Engine, Vectorworks, Photoshop, InDesign, Illustrator, Premier Pro, QuarkXpress, Microsoft Office Suite.

INTERESTS

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