

Mark Peal

Producer / Project & Studio Manager

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Media and design experienced Producer within Digital, Interactivity, Lighting, and Events. Specialising in managing innovative software applications and 3D technology implementation within Interactive installations, Augmented Reality and Digital projects. Providing cost effective, on budget and to deadline deliveries for high-level clients, including, LG, Top Gear and Gadget Show productions, BP, P&G, Ford, Audi, Ubisoft, Codemasters and best in field Agencies. A diverse skill set covering experience design in triple-A video game titles to hands-on design throughput of digital and internal projects. A dedicated and positive, multi-skilled and experienced team player who consistently gains excellent results through a highly flexible, organised & creative work ethic.

- Four years project management and eight years senior design experience within motion, immersion, interaction & AR, experience/expression, 3D, web/graphic and lighting design.
- Account handler to senior stakeholders with excellent handling and maintenance of relationships for international and local clients. USA, Europe & Asia.
- Strong eye for design with proficiency & experience in 3D, 2D, UI/UX and new media design tools and applications.
- Lighting Designer with technical knowledge in DMX and associated products. Including event management and installation in a range of venues from clubs to live TV shows.
- First Class BA (Hons) Graphic Design and Interactive Media Degree with Distinction.

Employment Experience and Achievements

**July 10-
Present**

Inition UK

Cutting edge expertise within all things 3D from interactive implementations, graphics, 3D prints, 3D technology sales to 3D film production on the latest technologies www.inition.co.uk

Producer / Project manager

- Manage and inspire a team of 3D & Motion Graphics Artists and Software Developers.
- Produced 1st of kind glasses-free multi-view 3D promo for LG, currently in-store Europewide including the Carphone Warehouse, UK - CGI and live film 8view video - 500K budget.
- First of kind markerless DOOH "in the palm of your hand" AR campaign for Ford C-Max nationwide partnership with JCDecaux and Ogilvy.
- Interactive software production for Top Gear and Gadget Show Live with MOCAP tracking, audience motion detection and other bespoke deliveries.
- Bespoke applications including a 70k 3D interactive installation for the medical profession.
- Versed in delivering iPhone/Android/MAC & PC projects including Augmented Reality.

**April 10-
June 10**

Freelance & Creative Consultancy

cru-wines.com - Creative Director for the online presence, sales and branding of the company.

petfooddubai.com - web design, marketing, branding, SEO and development.

**Sept 06-
April 10**

Philips Electronics, amBX

Originally Part of Philips Electronics, amBX delivers total immersion in entertainment experiences via innovative technology that extends entertainment into the space around you through tactile air, light and rumble devices www.ambx.com

Project Manager & Senior Designer

- Experience in managing and designing for a range of projects
- Conceive, brief and lead a team to design creative and digital solutions
 - UI/UX prototyping and reference design using wireframes & 3D for PC applications and touchscreen lighting control interfaces.
 - Icon and identity design for lighting modes, applications and SDK.
- Managed client negotiations while supporting senior management on creative direction.
- Digital production management & head of company communications materials
- Lighting Design and overseeing installation for key events

- Jan 06-
April 10 **Freelance (part-time & during degree)**
Many freelance design projects from html email, logo and web design to creative consultancy.
The Definitive Laser Company, Dubai (lighting & events)
www.dlcevents.com
28Black / CPI Apparels (women's fashion)
www.markpeal.com
- Apr 03 **The Media House, Media City, Dubai**
Creative design agency experience in multimedia - Voluntary work.

Qualifications

- 2005-
2006 **First Class BA (Hons) Graphic and Interactive Media Design | 1:1**
The Arts University College at Bournemouth - Dorset, England
- **Final Major Project, :moodproject: installation and web presence.** www.moodproject.com
 - **Exhibition Installation : Exhibition Visuals and GFW camera work : Movie Title Sequence composite & Visuals for BBC interactive.**
 - **Junior Designer at e-media Productions Ltd - University placement**
Developing dynamic content for nationwide digital screen networks, including Bhs and Camelot.
- 2003-
2005 **Foundation Degree Interactive Media | 1st Higher Diploma**
The Arts University College at Bournemouth - Dorset, England
- 2000-
2002 **Diploma in Art and Design**
Hastings College of Arts and Technology - Sussex, England

Skills and Courses

- **Project management - Relationship handler**
 - From brief to delivery team management handler, scheduler and motivator.
 - Led creative projects ranging from 2weeks to 6months on budget and to deadline.
- **Event management and presentation** - Creative consultancy/project manager & lighting/event designer.
 - Presenter, demonstrator and consultant through the USA, Europe and China.
 - Attendee and exhibitor at GDC: San Francisco, ARC: London, Theatre Technika: Rotterdam, VGXPO: Philadelphia among others.
- **Design** - Qualified/trained in digital media, 3D immersion and interaction with strong core design skills: Photoshop, Illustrator, Paintshop, Quark Express, In-Design, After Effects, Premier, Final Cut Pro, 3Ds Max, Maya, Flash, DVD Architect, Audition, DirectorMX.
- **IT and Website - Fully Mac and PC literate.** PowerPoint, Word, Excel, Dreamweaver, Flash, XML, HTML, CSS, mySQL, ASP/PHP, Lingo, DMX (inc. hands on with PULSAR, Colour Kinetics and bespoke DMX).
- **First aid in the workplace certificate**
- **Full European driving license.**

Interests - Scuba Diving, Rugby, 3D and multimedia CG, travel and snowboarding.

References available on request