

Reading CVs is hard work,
let's just grab a coffee...

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HI, I'M DAVID McLEOD I DO DIGITAL

I'm pretty awesome,
I highly recommend meeting me.

WHAT AM I DOING RIGHT NOW?

I'm **Digital Art Director at TimeZoneOne**; a design and advertising agency with offices in Chicago and Christchurch. I lead digital projects, working with graphic designers and web developers, in an Agile/Scrum environment. I am passionate about making brands look as good online as they do in print (or better) and getting results. My main focus is not just making things look great, but creating great user experiences and increasing conversions (which making things look great obviously helps a lot with).

Career highlights include:



Leading a design team for six years on the company's biggest account, U.S. Army Sports & Event Sponsorship, which included work for NASCAR and NHRA teams.



Leading the company's shift from focusing mostly on print projects to digital marketing and web development.



Being part of an Effie Award-winning advertising campaign for Crocs and a Davy Award-winning website marketing the South Island to the world.

Yes, the ugly shoes.



Merging teams of developers from different companies with different philosophies, ideas, standards and systems, into one team following two acquisitions of digital agencies.

I have over 12 years' experience. I began my career doing corporate identity and branding work before moving into advertising campaign work, and now work exclusively in the digital space. I have worked with clients in New Zealand, Australia and the United States across many industries, including sports, events, fashion, music and education.

A bit of personal stuff: I'm married to an awesome lady. We have two awesome kids. I have two dogs; they're awesome too. I also have a cat, he sucks. I speak Māori. I like to have a laugh. I ran a marathon once, I won't be doing that again, but I still do the occasional half. I can ride a unicycle. I don't habitually follow any sports unless there's a world cup or Olympics happening, in which case I suddenly become an expert. Umm... what else? Oh yeah, I'm pretty awesome, you should meet me.

NEXT PAGE: PRACTICAL STUFF YOU PROBABLY WANT TO KNOW ABOUT ME.

PRACTICAL STUFF YOU PROBABLY WANT TO KNOW ABOUT ME...

I have a solid background in every step of the creative process, from concept to production. My key strength as a Digital Art Director lies with getting the creative folks and the technical production folks on the same page while managing business objectives and meeting client needs. The role also involves a lot of project and schedule management and I enjoy working directly with clients and presenting work.

I pride myself on my ability to solve problems and come up with solutions and ideas. I am a hard and dedicated worker and a practical perfectionist.

Technical Skills/Knowledge:



I do web development, design and project management. Most of what I do on a daily basis is related to project management (using Agile/Scrum processes), scoping new work and assisting account managers with proposals, art direction and quality assurance (reviewing design concepts and merge requests). But I always make time to get directly involved on projects to keep my production skills and knowledge sharp, and stay on top of new technologies and practices.

I'm a Photoshop and Illustrator expert; I've been using them for over 12 years. I am very familiar with InDesign, but I no longer consider myself an expert because I hardly ever use it these days. I used Dreamweaver for years, but I prefer to use Sublime Text now. I do still use Dreamweaver when I'm creating MailChimp templates though.

I have a lot of experience building custom themes and plugins for WordPress. Recently I have started working with SilverStripe and it is fast becoming my CMS of choice. I have a little Joomla experience as well.

I use modern tools and workflows such as git, npm, sass and gulp everyday.

THINGS PEOPLE SAY ABOUT ME...



“David brings many skills to the table, as he is both extremely creative and digitally savvy. He has the ability to develop beautiful, meaningful creative and to create digital strategies and platforms. It was great to have an asset like David that could research, design and develop entire digital campaigns, including website coding.

“He also happens to be one of the smartest people I have ever met.”

- Hamish McDonald, Director of Client Leadership, TwoxFour



“David seamlessly and successfully moves between outstanding web design and graphic design, direct response & brand, digital & traditional, deadline & dreamtime, strategy & execution. David combines exceptional professional skills and wide experience with honesty, decency and good humour.”

- Nigel Foley, Former General Manager, TimeZoneOne



“David is an excellent creative designer, he is able to originate ideas, shape them to meet agency & client needs and deliver a compelling end product. A deadline in David’s hands is safe and secure.

“When the agency moved its focus to digital marketing David stepped up, embraced the challenge and remarkably became a brilliant website visual designer and developer - a unique combination; the move demonstrates David’s razor sharp intelligence.

“As a person David added greatly to the culture of the agency. He quietly adds energy, leadership, humour and balance to the team.

“David is a deeply impressive person. He is one of the finest people I have known.”

- Richard Tattershaw, Former Managing Director at TimeZoneOne



“I have to say the photography for the poster is fabulous. Your Art Director really has a great eye for the kind of photographic style we’re trying to achieve.”

- Lisa Nocella Total Communications Director, U.S. Army, McCann Erickson

MEET ME FOR A COFFEE. I'M BUYING.*

**assuming there's only 1-2 of you.*

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A LITTLE HISTORY...

2013-RIGHT NOW Digital Art Director

Responsible for designing and developing websites and digital marketing materials that strengthen and support clients' brands, overseeing the design and development of websites and digital material to ensure quality, front-end web development and website maintenance, working with key vendors including creatives, marketing strategists, digital strategists, copy writers, SEO/SEM experts, social media experts and web developers.

TimeZoneOne has acquired two other digital agencies during my time as Digital Art Director. The highlight for me has been integrating those teams and learning different ways that different teams do things, and picking the best of those.

I lead a distributed team of developers (some in Christchurch, some on the U.S.) using Agile/Scrum processes and collaborating on projects using git.

FROM AROUND 2010-2013 Graphic Designer/Web Developer

During the 2009 recession, the U.S. market hit hard times and I found myself with more downtime than I had ever experienced. I used the downtime productively and taught myself new skills. At first I took an interest in video editing. I gained the necessary skills to start editing videos in-house for TimeZoneOne, but soon discovered that I really did not enjoy doing video and animation work. So I kindly asked to never do video editing ever again and went on to find new ways to up-skill.

Getting a good-looking website made seemed to be difficult. Developers could never deliver a website that truly represented the design and brand we had given them to work with, and it was difficult to communicate to them how and why the site they had produced did not match our design; they just never seemed to get it.

I suspected that there might be very practical reasons for why they couldn't reproduce our designs and that something was being lost in translation. So, in order to become a better designer, to properly understand the digital medium, and to be able to communicate more effectively with developers, I began to dig into the world of HTML and CSS.

I was hooked almost immediately and I soon discovered that there were no real reasons why our designs couldn't be brought to life - it's just that many developers lack the creative thinking and attention to aesthetic detail required, and our designers lacked the technical knowledge needed to get the most out of developers.

I jumped in at the deep end and started developing websites in-house for TimeZoneOne. Previously TimeZoneOne had been out-sourcing website builds, which had made website projects the least profitable thing we did.

The ability to produce websites in-house, design them smarter and communicate effectively with contracted developers, made digital projects profitable again and the company's focus shifted from print and advertising to digital marketing.

NEXT PAGE: A LITTLE MORE HISTORY.

A LITTLE MORE HISTORY...

BACK IN THE DAY Graphic Designer

In 2004, fresh out of Design and Arts College, I went, portfolio in hand, and knocked on TimeZoneOne's door and they created a position for me.

Less than two years later I was in Chicago assisting our Art Director on a photo shoot when she fell ill. I, a nervous inexperienced junior, then found myself art directing a shoot for the agency's newest and potentially biggest client, the U.S. Army. It went well and I was given the lead role, working with a team of creatives and production specialists, on what quickly grew to become the agency's biggest account.

The U.S. Army account involved creating a wide range of marketing collateral for the U.S. Army's sports sponsorship programs which included a NHRA drag racing team, a NASCAR team, the All-American Bowl (an East versus West football match), a professional rodeo team and other recruitment events.

When I wasn't working on the U.S. Army account, I worked on a wide variety of projects. In the early days at TimeZoneOne, I did a lot of corporate identity and logo work. The NZ dollar and the cost of shipping were low, which meant that nothing was cost-prohibitive to our U.S. clients when it came to printing, so I had complete freedom to experiment with different printing processes, which was a lot of fun.

From around 2007, TimeZoneOne's focus shifted from corporate identity and high-end print work to advertising. I developed campaign concepts for larger Chicago agencies, who outsourced work to TimeZoneOne and worked on campaigns for many U.S. brands including Unilever, Hennessey, Safeway Auto Insurance, Dell, Les Mills and Crocs. In 2008 I worked on an Effie Award-winning campaign for Crocs.

WAAAAAY BACK IN THE DAY STUDENT

In 2003, I graduated from the Design & Arts College of New Zealand with a Diploma in Communication Arts and Design (with Excellence). The course covered subjects such as Illustration, Colour Theory, Design Theory Principles, Typography, Marketing, Brand Development, Pre-Press & Production, Business Studies, Art History and Advertising.

My tutor had this to say: "David has shown himself to be a committed and highly motivated designer. He has consistently and tirelessly applied himself to expanding his creative abilities beyond his natural talent as an illustrator. His commitment to the design process is exemplified in his positive approach to challenging ideas and achieving new personal directions which is clearly expressed in his comprehensively compiled portfolio. I have enjoyed working with David and believe he has much to contribute to the creative industries."

OTHER STUDY

Web Development. Like most good web developers I've met, I mostly taught myself how to code by picking apart websites, seeing what did what, and bashing out code for myself to see what happened. I did do a few formal short courses as well which covered HTML, CSS, PHP, MySQL and responsive design.

Te Reo Māori. Mostly, I learned Te Reo with the assistance of my wife's aunty and cousin, but I also did some formal study at Te Wānanga o Aotearoa (Diploma in Te Ara Reo Māori) and CPIT (Akona Te Reo: Certificate in Māori Language).



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YOU SHOULD MEET ME.**

You're probably going to like me.

LET'S GRAB A COFFEE.
or a beer.

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CYBERSTALK ME:

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