

luke tristan haines

Art Direction and Design

29 PARSONAGE LANE
WESTCOTT
DORKING
SURREY UK RH4 3NL

mobile 07970 623 131
email luke@iconicexistence.com
website iconicexistence.com

OBJECTIVE

As an Art Director and Designer I aim to resolve creative challenges with simple, intelligent and mindful aesthetic solutions. I strive to produce design that is as engaging as it is provocative, seeking to work on projects that are meaningful and with people that are passionate, discerning and driven.

TECHNICAL SKILLS

- Excellent skills in Photoshop, Illustrator, InDesign, QuarkXPress and Wordpress
- Active knowledge of HTML, CSS, Flash
- Comprehensive use of MS Word, Excel, PowerPoint
- Basic knowledge of C++ and Open GL
- Core training in A-Class surfacing in Autodesk Alias Design

STRENGTHS

- Passionate about the use of multi-media and materials to produce innovative and unique design solutions
- Keen eye for isolating and removing the over worked, mundane or unnecessary
- Intuitive when structuring and implementing design process for both 2D and 3D productions
- Thorough approach to managing multiple projects/production requirements and working within tight deadlines
- Successful and productive when working as part of a team or leading one
- Strong and thorough project management skills, utilizing applications to assist consistent & accurate work flow
- Astute ability to apply mathematical reasoning to resolve and under pin design projects and aesthetics
- Strategic when maximizing production value using limited funds and resources

EMPLOYMENT HISTORY

Art Director 2015

Feature/Documentary 'Aerotoxic'
Fact Not Fiction Films

Art Direction for a Feature/Documentary 'Docufilm' presently in preproduction. Implementation of social media marketing strategy and promotion.

Production & Event Designer 2015

ADR VIP Premiere
Iconic Media Events Ltd

Design, implementation, financial structuring, fire fighting and management of a large team for entire premiere event.

Production Design Consultant & Producer 2014-15

Of Wolves and Men
Solstice Films LLC

Conceptual analysis of screenplays for logistical and financial consideration. Project forming and packaging for backers and distribution.

Art Director 2013-14

Feature film 'A Dark Reflection'
Fact not Fiction Films
Cannes Film Festival 2014

Art Direction and Standby Art Director. Set design and structuring of budget and resources. Working closely with the Production Designer and DOP to bring the Director's vision to life in budget and on time.

**The largest co-operatively funded film to date*

Production Designer 2013

Short film 'The Cold Reception'
Mournful Whale Productions

Production Design, Prop Design and promotional graphics. Fast paced shoot requiring swift, accurate lateral thinking and problem solving.

Exhibition Designer 2013

The Enigmatic World of Joseph Boshier - Exhibition
Standpoint Gallery

Exhibition Design for restoration of archived graphical bodies of work.

Art Director 2012-13
J-Punch 'Level' Album & Nilobytes
Washington DC

Music Packaging Design. Initially in sculptural form but then pushed and refined into a 2D format switching between photographic format and finished digitally.

Freelance Art Director and Designer 2010–Present
Iconic Existence Limited

Production Design / Set Design and Construction / Film Promotion / Illustration and Graphic / Branding and Identity / Advertising and Marketing / Music Packaging Design / Web promotion and blogging / Social Media Networking.

Co-Managing Director 2000-Present
Iconic Existence Limited

Property Investment, Development and Management. A company initially set up to rethink, redesign and revitalise properties. From investment through to interior design and resale.

Freelance Designer 2000-01
The Bradford Exchange

Graphic Design and Page Layout.

Designer and Draftsman 1999–2000
ML Design

Cartography and Book/Page Design.

Graphic Designer 1999-2000
Dialogue Graphics

Graphic Design, Corporate Design, Logotypes, Brand Identity and Photography.

EDUCATION AND TRAINING

BA(Hons) Art Direction specialising in Graphic Design and Advertising

- Refined my ability to create and manipulate images and forms in both two and three dimensions
- Developed my skills in typography and typesetting, including hot metal print press, paper mechanics and book binding
- Furthered my knowledge of photographic techniques, encompassing film, lighting design and set design
- Honed IT skills to include both front and back end design
- Implemented strategies for successful marketing and promotion

Manchester Metropolitan University : 1994-1997

BTEC Diploma in Art and Design (Foundation) Specialising in Graphic Design

- Acquired skills in photography, fine art, sculpture, set design, clay modelling, interior design, 3D design, illustration, fashion, printing and CAD

Epsom School Of Art And Design : 1993-1994

A-Levels in Photography and Art & Design specialising in Sculpture

- Extended my training to encompass photography, photographic history, graphic communication, illustration, sculpture and set design

Brooklands Technical College : 1989-1992

GCSE'S

- Achieved 8 GCSE's in Art and Design, English Literature, English Language, Maths, Physics, Chemistry, French and History

Hinchley Wood Secondary School : 1985-1989

INTERESTS ASIDE FROM DESIGN

CREATIVE

A great love of music has led me to mix and produce house, with an appreciation of multiple genres

PHYSICAL

A passion for mountain biking, running and endurance training. I have completed, as part of a team, four separate trans Alps tours by mountain bike (four countries in four days)

GENERAL

An affinity for travel, foreign culture and cuisine

SEX M • **DEPENDENTS** None • **NATIONALITY** British • **DRIVING LICENSE** Full