

April '09 - Present

Chad Lethbridge

London, U.K.

Branding/Design/Identity

Design agency specialising in branding/identity, communication campaigns/programmes, package design, illustration and advertising.

Art Director/Graphic Designer

Focusing on my experience in corporate branding and communication campaigns and programmes I work with like-minded companies in industries that align my personal interests with my experience.

My work spans from designing, resourcing and directing creatives, client services and pitch proposals to researching potential markets and networking.

I collaborate with a wide range of local and international creatives which produces hugely rewarding results for both us and our clients.

+86 137 8892 6241

www.chadlethbridge.com

November '05 - April '09

INVOLVE

London, U.K.

Branding/Design/Identity

National award-winning internal corporate change programmes and events agency specialising in employee involvement.

Art Director

Directed a team of up to 5 designers creating digital and printed programme and event branding, communication toolkits as well as pitch concept and design.

Directed the corporate rebrand of the agency involving approval of 6 board members. Elements included logo, typeface family, brand guidelines, website, adverts, brochures, stationery, signage, sales tools, business products and templates.

Contact: Jeremy Starling
Managing Director

+44 (0)20 7720 0105

www.involve.co.uk

December '03 - September '05

Partners In Learning Programs, Inc.

San Diego, California U.S.A.

Branding/Design

Award-winning creative marketing agency specialising in education and sports communication programmes for over 85,000 schools and organisations across North America.

Art Director/Production Manager

Directed a team of 3 designers creating print and online promotional material and advertising as well as working on developing new potential markets.

Managed production of 75-150 communication products such as banners and apparel daily.

Developed and implemented a process that would cut production time of standard products by 50% and ensure a more consistent final product.

Contact: Tom Sharrit
President

+1 619 407 4744

www.schoolbanners.net

October '02 - October '03

United Power Packaging

Beijing, CHINA

Packaging/Design/Identity

Consumer packaging and design agency servicing a wide range of International and local Asian clients.

Creative Director

Primary role was to launch the design division of an established packaging company.

Recruited design team of 4 and put processes in place.

Directed the design team to create the corporate identity and advertising for the new division of UPP including adverts, catalogues and the website.

Liased directly with clients and worked with the marketing, sales and design teams to create the perfect product idea for a wide range of clients.

Contact: Daniel Wang
General Manager

+86 010 656 72669

www.uppack.com

July '97 - October '02

NEBS Business Products

Midland, Ontario CANADA

Advertising/Design

Market leader specialising in personalised and branded business products and services for over 200,000 Canadian businesses.

Graphic Designer, Advertising

Creative on advertising materials such as catalogues, booklets, flyers, e-mail promotions and corporate website.

Directed photo shoots for product and clothing catalogues.

Contact: Jim Ogilvie Advertising
Manager

+1 705 526 4233

www.nebs.ca

Clients

AstraZeneca	Liverpool Victoria
AXA	Lombard
AT&T	Madderson London
Aviva	Mars
B&Q	Mundi Pharma
Barclays	MSD
Beijing Grain Group	NHS
Black Tooth Grin	Northern Rock
Bloomberg	Nike
Coors	ONLY
The Clabile Trust	San Diego Padres
California Interscholastic Federation	City of San Diego
Department of Health, UK	RBS
Department of Education, USA	Red Bull
EDF Energy	Roche
E.ON	Skadden Arps
ESPRIT	Susan G. Komen for the Cure
HM Revenue & Customs	T-Mobile
ING	TNS
Gatwick Airport	UK Trade & Investment
GSK	Vero Moda
GE	The Vision Charity
INVOLVE	Young Presidents Organisation
Interserve	
Jack & Jones	

"Chad's a visual genius. He combines a keen intelligence, deep understanding of visual media, his own brand of creativity and accomplished design skills. He's wonderful to work with, calm, patient, fun but also has strong opinions and will guide you gently on the right path. He's also great with big corporate customers, often dealing with them directly, listening to their needs and helping them build a brief."

Jeremy Starling
Founder & Managing Director
INVOLVE

"Chad is an invaluable asset to any marketing and communications department and I highly recommend hiring him. He is a professional of the highest caliber."

Tom Sharrit
President
Partners In Learning Programs,
Inc.

"In short, Chad "get's it". Not only a brilliant and naturally-gifted designer, he brings his intellectual rigour to every project – and it shows. He asks the right questions, to get under the skin of the client, brand and target audience. If the answers don't come, he'll get out there and find out "what, how and why" himself. From true understanding he creates wonderful, often witty, design solutions that can work across a wide range of media – from print to display, from live events to digital. With an ability to draw upon his deep knowledge of the history of design and visual communication, Chad's international style surprises and delights. His work makes you smile – it connects and draws the audience in."

Peter 'Art' Lewry
Director
Hunter Gatherer Limited

"Chad was a winner of our 'Radiating Positive Energy' values award and I would have no hesitation in recommending him to any employer."

Kay Purdie
Head of Operations
INVOLVE

"Chad is an extremely hard working employee who is still held in great respect by all members of this company and we were all sorry to lose him."

Jim Ogilvie
Advertising Manager
NEBS

"Chad is an easy graphic designer to work with among many who aren't! He is personable, polite and friendly and his work is fresh - original, clean and inspiring."

Paula Reid
Co-Founder
The Hive Collective
Owner / Director
Velocity Made Good