

TONY CURRIE : *Curriculum Vitae*

Creative Technical Director, Strategist & Experience Architect

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SUMMARY

Passionate results driven *Experience Architect* (Creative, UX & Technical), multiple hat wearing, digital native delivering innovation with highly scalable, award winning applications, installations and global experiences; UX & Strategy focused approach putting the customer benefit at the heart of ambitious, inspiring & creative solutions, channelled through the smart (and creative) use of technology over the full omni-digital landscape. Collaborative, entrepreneurial, insightful agent of change, an innovator and a leader driven to deliver memorable and measurable experiences.

EXPERIENCE

Connected Experience Creative Director - Automotive EMEA, Imagination Ltd

December 2016 - present

Leading a team of digital creatives, the primary function of the role is to glue together the landscape of digital, implementing smarter processes, UX strategy and customer insight, structuring and leading ideation, targeting more ambitious (yet feasible) memorable experiences in the physical space. Mentoring new talent and consulting with existing.

Accomplishments & Responsibilities

- Leading the Jaguar Formula E Virtual Reality experience, launched in Paris 2016 and now touring the world with the Auto Show programme.
- Working with strategy, technical and UX, folding in technology at the right moments to conceive and deliver JLR's most ambitious auto show to date; The Innovation Lab
- Introduced a leaner/smarter digital process resulting in efficiencies across design, technology and the deployment of Web, Mobile and Physical experiences.
- Connected design and technology resulting in effective creative communications; leading to a better flow of ideas, clearer story-telling, grounded by business objectives and customer insights.

Previous roles at Imagination Ltd

- ***Creative Technology Director - Automotive EMEA (2014 2 years)***
Defining, implementing and evolving the digital strategy to support the constantly changing event technology and digital world. Building and managing a high caliber team of ux, developers and creative technologists across R&D, product development, project delivery and ongoing support.
- ***Digital Technology Director EMEA (2013 1 year)***
Defining, implementing and evolving the digital strategy to support the constantly changing event technology and digital world. Building and managing a high caliber team of ux, developers and creative technologists across R&D, product development, project delivery and ongoing support.
- ***Creative Technical Lead - Ford (2012 1 year)***
Planning, designing and deploying engaging (digitally connected RFID powered) auto show experiences across the globe. Working with designers and technologists under one creative umbrella - putting the experience first; delivering to: LA, Detroit, Shanghai, Delhi, New York, Geneva and Frankfurt.

CORE SKILLS

Experience Architecture
Technical Management
Creative Management
Experience Design
Pitching / Presenting
Digital Strategy
Online / Offline
Digital Out Of Home
Service Design & UX
Digital Mentorship
Lean Startup / UX
Waterfall, Agile / Scrum
Various coding languages
Various design packages

KEY PROJECTS

Jaguar Formula E VR 4D experience

Jaguar Land Rover Innovation Lab

Canon Photokina 2014 connected experience

Vitamin Water #SkipTheDip Facebook campaign

Manchester City FC rebrand and live match day experience

Orange Glastotag - Guinness World Record breaker for most tagged online image

EDUCATION

BA(Hons) @ Solent University
Product Design & Marketing
1997-2000

A-Levels @ Northwood School
Art
Design Technology
Business Studies

8 GCSEs (A-C)
Art, Maths, English, Science...

EXPERIENCE

Business Director / Creative & Technical Lead, Lingobee

January 2009 - August 2012

Co-ran a small boutique startup (replacing one of 2 founding members) with a focus on technology agnostic digital consultancy for London's leading digital agencies. Lingobee created cutting edge digital experiences from 2007 until August 2012. From responsive websites and Facebook applications, to physical installations and offline software tools; proving a track record of delivering award winning work of the highest standard. My role was part creative director, part technical director and part new business account lead. Our work included campaigns, competitions, data visualisations, games, installations, online advertising, social applications, mobile apps and digital tools.

Working with these agencies: Poke, Wieden & Kennedy, Saturday, Wednesday, EHS Brann, Society 46, Mint Digital, Digit, Tonic, BBH, CMW, TMSW, Fearlessly Frank, Engine, WCRS, Cubo Group, Freeform, Northstar, Naked, HiRes, Good Technology, Sennep, Nation, Skive...

And for these brands; Audi, Peugeot, D&G, Nike, Fosters, Fairtrade, Orange, McDonalds, Coke, Boots, Oasis, Channel 4, Honda, Guardian, Glastonbury, TFL, Manchester City FC, Shell...

Head of Interaction, Tonic

September 2007 - February 2009 (1 year, 6 months)

Lead the *Interactive Team* consisting of Flash and HTML/JS technologists to produce award winning digital experiences for Sony, Toshiba, Telenor & Frijj. Predominantly telling stories online; supporting new product launches with some projects extending into traditional ecommerce and digital out of home. Managing the connectivity with the design team providing technology as a leverage to enhance the creative offering. Managed the "creative hub" and R&D arm(s) of the agency; pushing internal digital interests and exploring new opportunities.

Creative Technologist, Digit

April 2006 - September 2007 (1 year, 6 months)

Working within the Technology team creating various online Flash, HTML & JavaScript applications as well as global touring installations. Developed OO applications using MVC methodologies, coding in HTML, Javascript & Flash Actionscript as well as others.

Art Director, Click2Kick Startup

March 2002 - May 2003 (1 year, 3 months)

Creative and experience design ownership of an ambitious but small startup "click2kick", offering football fans across the UK a chance to take penalties during the halftime interval of their favourite team. The concept was supported by a web experience combining gamification and playful exploration linked in with real time fantasy football type points collection.

WAY BACK WHEN...

Senior Interactive Designer, ***Cranfield University School of Management***

January 2003 - April 2006
(3 years +)

Design, consultancy and implementation of marketing collateral. Architecture/UX design of e-learning SCORM compliant software. Managed 18 month rebrand project.

2D Graphic Designer, ***Core Innovation***

January 2000 - December 2002
(3 years +)

Design for print, web & interface design for e-learning material. Design consultancy and light project management.

Interactive Design and Production, ***Freelance***

January 2000 - December 2002
(3 years +)

Independent design projects for small local companies. Low cost for them, high experience for me.

INTERESTS

Keeping active within 'meetups'
Playing with & making new things
Exploring new places
Snowboarding
Laughter & Fun