

# LEIGHTON DYER - CREATIVE DIRECTOR

## PROFILE

I am an awarded senior creative that has been in this business for 17 years - 13 years as an art director. I've worked on a broad range of brands that include:

Orion Health, DC Shoes, Coca Cola, Cadbury, Speights, Lion Red, Waikato Draught, APN, Premier Beehive, Lufthansa, TelstraClear, Def Skateboards, Vodafone, Mercury Energy, Uncle Toby's, Bluebird, Hallensteins, Glassons, VW, The Warehouse, SKY TV, Warehouse Stationery California Burrito, and Lotto.

## EXPERIENCE

### CREATIVE DIRECTOR

March 2014 - Present | Orion Health

### SENIOR ART DIRECTOR/FOUNDER

September 2009 - March 2014 | Rascals Advertising

### SENIOR ART DIRECTOR

June 2007 - September 2009 | DDB Auckland

### SENIOR ART DIRECTOR

April 2007 - June 2009 | Lowe Auckland (company folded)

### DESIGNER then ART DIRECTOR

February 2001 - March 2007 | Publicis Mojo Auckland

## AWARDS

### 2010 GRAND PRIX LOTUS 360 - WINNER ADFEST

Cadbury Moro 4th Campaign

### 2010 FWA WEBSITE AWARDS - FINALIST

Rascals Website

### 2007 ADMEDIA

Billboard of the year for Ace Rentals

### 2006 CANNES - BRONZE LION

Auckland City Mission TVC - Pavement

### 2006 CLIO - FINALIST

Auckland City Mission TVC - Pavement

### 2006 YOUNG GUNS - BRONZE

Hallensteins - Xmas Bag

### 2005 ONE SHOW - MERIT

Auckland City Mission Advent Calendar

### 2005 CANNES - SILVER LION

HP Resignation Letter

### 2004 AXIS - BRONZE

Glassons TVC

## SKILLS

### ADOBE CREATIVE SUITE (COMPLETE)

Art Direction / Typography Copywriting

Content Creation

Project Management

DOP/Directing

Editing

Planning/Strategy

Basic HTML5/CSS front end

## CONTACT

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