

# LEIGHTON DYER - SENIOR ART DIRECTOR

## PROFILE

I am an awarded senior art director that has been in this business for 15 years - Nine years as a creative. I've worked on a range of brands that include:

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

## EXPERIENCE

### SENIOR ART DIRECTOR/FOUNDER

September 2009 - Present  
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  
Presentation  
Project Management  
Directing  
Editing  
Planning/Strategy

## EDUCATION

### BERKSHIRE COLLEGE OF ART & DESIGN

September 1991 - July 1994  
Btec Graphic Design

## CONTACT

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