

# Brendan McGrath

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## BMcG Creative

Feb 2009 - Present

Freelance Art Director/Creative Director

Back in business with BMcG Creative (see below). For more information visit [www.bmcgcreative.co.uk](http://www.bmcgcreative.co.uk)

## OgilvyOne

Feb 2007 - Jan 2009

Creative Director

A two year break from freelancing to run OgilvyOne's fast-track creative unit, both on and off-line. In addition to hands-on art direction, my roles included: appraising creative work, hiring new talent, staff evaluation and development, financial and strategic planning.

Clients include: BT, British Airways, British Gas, American Express, SAP, IBM, HBOS, Goldman Sachs, First Great Western.

## BMcG Creative

Mar 2004 - Jan 2007

Freelance Art Director/Creative Director

Having set up my own company, I worked both directly as a freelance art director and creatively directed subcontracted projects. I maintained a full diary of bookings, having established myself as an extremely safe pair of hands and delivering consistently high quality creative.

Agency freelance clients: OgilvyOne, WPN, Draft London.

Agency subcontracting clients: SFW, Dunnhumby Cinnamon, Whitewater.

## Black Cat

Nov 1998 - Feb 2004

Creative Director/Art Director

During nearly six years at independent Richmond DM agency, I became Creative Director, and, always very much a hands-on creative I also won my (and Black Cat's) first DMA Gold.

Clients include: Air Miles, Boots (Retail & Opticians), BSkyB, Cable & Wireless, Fidelity Investments, Liverpool Victoria, Marie Stopes, ntl, Reckitt Benckiser, T-Mobile, Vodafone, Yellow Pages.

Awards: 2x DMA (Gold) - Cable & Wireless, Precision Marketing (Finalist) - Maiden Outdoor

## WWAV Rapp Collins

May 1995 - Nov 1998

Art Director

Receiving a solid grounding in the method (and madness) of direct marketing, I was at WWAV during its heyday. I worked on a very interesting mix of both charity and commercial clients, and made several DRTV advertisements.

Clients include: Lloyds TSB, M&S (Retail and Financial Services), NSPCC, Nurofen, One2One, Orange, Oxfam, Royal & Sun Alliance, Scope, Shelter.

Awards: DMA (Silver) - Shelter, Precision Marketing (Finalist) - M&S Financial Services, Direct Response (Bronze) - Scope, Direct Response (Bronze) - Shelter.

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## Target Direct Marketing

April 1994 - May 1995    Art Director

Clients include: British Red Cross, C&G, Cancer Research Campaign, Royal Star & Garter Home.

Awards: Echo (Silver) - Royal Star & Garter, DMA (Silver) - Royal Star & Garter.

## Oxfam

Oct 1990 - April 1994    Senior Graphic Designer

Fundraising DM, retail POS, publishing, information, exhibition and event design and promotion.

## Artist & Designer

July 1986 - Oct 1990    Fine Art Printmaker and Freelance Graphic Designer

Highlights include: Artist in Residence at the Churchill Hospital Oxford. Screenprint purchased by Sheffield City Art Gallery. Work selected for 1987 International Biennial of Graphic Art – Ljubljana, Yugoslavia. Various group and one-man shows.

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## Computer Skills

Expert:                      Quark Xpress, Adobe InDesign, Photoshop and Illustrator

Intermediate:            Adobe GoLive, Microsoft Word, Excel and Powerpoint

## University Education

Sept 1983 - Jun 1986    Bachelor of Fine Art

Ruskin School of Drawing & Fine Art, University of Oxford

## Interests & extra curricular activities

Contemporary art and art history

Watercolour painting

Classic modernist furniture

Writing children's books and playing trains with my two year old twin boys

The Guardian Crossword and Kukuro

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