

David B Earle

Nationality: Irish

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Summary

After more than twenty years' experience in multiple areas of the creative industries, I am comfortable working in many different types of role, often simultaneously.

For the past few years, my freelance creative work has mainly been digital design, art direction and copywriting. At the same time I have been a partner in a think tank for academics, where I have developed online tools, hosted workshops and given university lectures and seminar talks.

In my spare time I make experimental short films (which occasionally go viral) and team up with friends and colleagues on other creative projects.

The core of my experience comes from seven years as Creative Director of London-based design consultancy Jackson Earle, which I co-founded in 1993. I secured and handled accounts for clients such as Barclays Bank, The Royal Society, The Lawn Tennis Association, Oxford University, Brunel University and Heathrow Airport.

After selling my share in the company in 2000, I decided to broaden my creative skills, and attended the European Film School in Denmark. In 2002, I was the lead creative at advertising agency Bergsøe 2. I picked up a number of awards there, for both art direction and copy writing.

In 2007, I turned freelance, and have enjoyed the extraordinarily wide range of creative projects I have been involved in since; promo films for music festivals, interactive screens for museums, more than 2000 different icons for user interfaces and inspirational talks at places like the Niels Bohr Institute. Some of these projects can be seen at www.davidbearle.com

Employment history

2007–Present: **Freelance**

Digital design, Art Director, Copywriter

User Interface Design, Website Design, Interactive display design, Art Direction, Copywriting, Film making, Concept Development and Communication Strategy. Clients include: *Oticon, Cap Gemini, Alldialogue, E-conomic, Elsinore and Lyngbye Taarbæk municipalities, Post and Tele Museum, Copenhagen Energy, Audiovector, Sund Dialog, Roskilde Festival, Homerun Film, Greengate, Folkekirkens Nødhjælp, Caritas, IBIS.*

2012–Present: **Braintrust**

Partner and Visual Consultant

Developing online database/social network, hosting workshops, lectures, seminars, writing designing publications and reports. Developing new tools for academic communication and co-operation.

2003-2007 **Bergsøe 2 Gruppen**

Senior Art Director

Responsible for all creative work, from concept to production – corporate magazines, DM, branding, typeface design, advertising campaigns, catalogues, copywriting. Clients included: *Novartis, Sanofi Aventis, Wyeth, Abbott Laboratories.*

2002 **Stockbyte/Getty Images**

Photo Art Director/brand developer

Dual role contract job – art directing high-end stock images in Cape Town and designing their image catalogue, advertising campaigns, web-mailshots, direct mailshots and brochures.

2001 **Trademark Design Ltd**

Contract Senior Designer and Project Leader

Responsible for the design of an international identity scheme for *Sasol*, a multinational petrochemical corporation. I was responsible for the London-based design team and briefing the South Africa design team.

1993-2000 **Jackson Earle Associates Ltd**

Creative Director

Starting out as a one man band, by the time I sold my 50% share of the company, Jackson Earle was a creative team of nine, providing new and innovative design solutions to older, established organisations such as *The Lawn Tennis Association, Oxford University, Barclays Bank, Heathrow Airport, The Royal Society and The London Underground.*

1992-1993 **GB Magazine, London**

Art Director

Tasks included devising overall identity of Magazine, recruiting design team, setting up production systems, print buying, page design, photo art direction and team management.

Education

1987-1988 WRTC Waterford, Art and Design College
Foundation Course in Art

1988-1991 WRTC Waterford, Art and Design College
National Diploma in Design and Communications

Professional qualifications
Chartered Designer (UK) since 1994