

TONY CURRIE : *Curriculum Vitae*

Creative Director, Storyteller & Strategist

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SUMMARY

An award winning creative director specialising in the possibilities of technology to tell engaging and transformative stories. A strategic thinker, creator and maker who continuously wants to learn, adapt and lead in the evolution of content and storytelling. Experienced in growing, leading and inspiring creative teams to produce world-class and ground-breaking work.

EXPERIENCE

Digital Creative Director - EMEA, Imagination Ltd

December 2012 - present

Proactively providing day to day creative leadership through the promotion of creative thinking, storytelling, strategy and understanding of the changing digital landscape. Creating experiences that connect people and brands, often with the use of leading edge technology.

Accomplishments:

- Epic Games Megagrant recipient - Into the Volume (virtual production film)
- Best VR Brand Experience of the Year 2021 (APA's IDEAS Awards)
- Global Land Rover Defender launch - featuring a 4D VR helicopter experience
- Creating a world first, AI, interactive digital Jaguar (feline) AR activation
- Epic Games / Unreal Engine speaker at the *Build:Munich* event
- Speaker at Arts University of Bournemouth
- Jaguar Formula E VR experience
- Concepting Imagination's hyper-reality (VR) POC experience
- The Innovation Lab. JLR's 5 year programme of interactive consumer experiences
- Reformatting the digital creative offer to empower creativity whilst elevating individuals, efficient process and measurability.

Responsibilities:

- Lighting fires in people - not under them
- Creative direction and leadership
- Navigating the *new now* (Metaverse, web 3.0, the future)
- Mentoring and nurturing creative / project teams
- Pitch prep and pres
- Key client contact for all digital creative
- Fostering team approach to working with other skill sets – planning, insights and client services
- Pro-actively exploring opportunities within the digital landscape
- Multiplying creativity by technology
- Supporting Imagination's global creative teams. Specifically UAE and US.

Previous roles at Imagination Ltd

- ***EMEA Connected Experiences Creative Director (2013 2 years)***
- ***EMEA Creative Technology Director (2012 1 years)***

CORE SKILLS

Creative Leadership
Conceptual / Ideation
Strategic thinking
Experience Architecture
Gaming / Realtime
Metaverse + emerging tech
MR/AR/VR (everything R)
Pitching / Presenting
Digital Strategy
Social Strategy
Online / Offline
Digital Out Of Home
Service Design & UX
Creative Mentorship
Lean Startup / UX
Random coding languages (for fun)
Various design packages

TOP 5 PROJECTS

[Epic Game Virtual Production Film](#)

[Land Rover Defender VR + AR](#)

[Catwalk - Interactive AI driven Jaguar](#)

[Jaguar Formula E VR 4D experience](#)

[Innovation Labs](#)

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

Creative Director / Commercial Director, 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 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

Lead the *Interactive Team* consisting of Creatives, Interactive Artists, and coders, to produce award winning digital experiences for Sony, Toshiba, Telenor & Friji. 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

Working within the Creative and Technology teams, 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

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.

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

Leadership / Creating Good Culture
Event Speaking
Playing with & making new things
Exploring new places
Snowboarding
Laughter & Fun