

KAYLE MCLEISH



kayle.co.uk

EXPERIENCE

DDB Sydney

Sydney, NSW
Jan 2019 - Feb 2019

(Interning) Art Director

- Answering Client Briefs on a brand scale
- Art Direction
- Idea Generation
- Visual Concepts for OOH, Print and T.V.
- Scripts & Tag Lines

COGNI+IVE

Folkestone
Jun 2016 - Jan 2020

Senior Creative

- Art Direction
- Directing animators and illustrators on a multitude of projects whilst simultaneously working collaboratively to produce the best outcome
- Creating, designing and delivering briefs to meet client needs
- Direct contact with clients, managing expectations and advising on projects
- Writing proposals to secure fun and inspiring work
- Writing and preparing project treatments
- Animating on projects where required

COGNI+IVE

Folkestone
Feb 2014 - Jun 2016

Lead Animator

- Lead Animator on projects, guiding and directing Junior Animators from project start, animation and to final delivery
- Creating animatics to visualise timelines, optimising projects with feedback from clients and the internal team.
- Brainstorming and generating ideas to full realise a project's potential
- Problem solving and creating techniques for my colleagues to use

Stray IX

Kent
Sep 2016 - Present

Freelance - Illustration

- Design and Illustration
- Working to specific dimensions
- Organising printing and shipping
- Running an online print shop

EDUCATION

U.C.A.

Canterbury

BA Animation Arts (2:1)

Sep 2010 - May 2012

U.C.C.A.

Maidstone

B-Tech Diploma Art & Design

Sep 2009 - May 2010

CONTACT

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TOOLS

After Effects

Animation & Editing

Photoshop

Illustration

Illustrator

Illustration & Design

Audition

Editing

InDesign

Document Templates

SKILLS

Art Direction

Idea Generation

Illustration

Design

Animation

Team Work

Leadership

INTERESTS

Business

Animal Welfare

Athletics

History

Film Theory

Literature

Travel

REFERENCES

Jade Manning

Creative Director (DDB)
jadelmanning@gmail.com

Vincent Osmond

Creative Director (DDB)
vincent.osmond@gmail.com

David Joubert

Creative Director (DDB)
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