

# KAYLE MCLEISH

kayle.co.uk

## EXPERIENCE

### DDB Sydney

Sydney, NSW  
Jan 2019 - Feb 2019

### COGNI+IVE

Folkestone  
Jun 2016 - Jan 2020

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Folkestone  
Feb 2014 - Jun 2016

### Stray IX

Kent  
Sep 2016 - Present

## EDUCATION

### U.C.A.

Canterbury

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### Jr Art Director

- Art Direction
- Responding to large scale brand briefs.
- Idea Generation, Visual Concepts for OOH, Print and T.V. Scripts & Tag Lines.

### Animator & Creative

- Art Direction
- 2D Motion Graphics
- Leading a team of 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 collaborating on briefs.
- Writing proposals to secure fun and inspiring work.
- Writing and preparing project treatments.
- Animating on projects.

### Animator

- Lead Animator on projects, guiding and directing junior animators from project start, animation and to final delivery.
- Creating Animatics
- Idea Generation
- Problem solving and creating templates for my colleagues to use.
- Compiling audio and voiceovers.
- Setting up and operating cameras.

### Freelance - Illustration

- Design and Illustration.
- Organising printing and shipping.
- Running an online print shop.

### Personal Projects

- Game Development - Unity Engine, Coding in C#
- Web Development Course - HTML, CSS, Java.
- 3D Modeling in Blender (C4D equivalent)

### BA Animation Arts (2:1)

Sep 2010 - May 2012

### 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

2D Motion Graphics

3D Modeling

Coding: C#, HTML,

CCS, Java.

## INTERESTS

Business

Animal Welfare

Marathon Running

History

Film Theory

Literature

Travel

Games

## REFERENCES

### Jade Manning

Creative Director (DDB)

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### Francios Boshoff

Creative Director - Media Bounty

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### Vincent Osmond

Creative Director (DDB)

vincent.osmond@gmail.com