

Jamie Durrant

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Executive Summary:

A senior Graphic Designer with extensive experience of graphic and web design in the video games industry. Key areas of expertise include: creating Graphical User Interfaces (GUI) for video games; designing, developing and maintaining interactive games websites and teaser pages; expert knowledge of 3D Studio Max, Photoshop, Illustrator, Flash, After Effects and Anark; and delivering a wide range of digital and print based design including advertising, PR material, marketing collateral, stationery and signage. Seeking a Senior Graphic Designer position.

Career Highlights:

- As a Graphic Designer for Lionhead Studios (LS), identified the benefits of allowing games users to interact with game developers to drive product improvements. Assumed responsibility for creating a market leading public forum on the LS website. Engaged with senior management team; created web wire frames; built website; and promoted forum to staff and users. Delivered this essential element of video game development which was subsequently copied by a number of video game companies, and led LS to become one of the UK's leading game developers.
- Lionhead Studios required an innovative website to promote and support 'Fable' - its action role-play game. Selected to design and develop this cutting edge website. Developed concept; created web wire frames; recruited illustrator; constructed website using Flash particle effects; arranged music and sound effects; and subsequent to senior management approval, launched website. Delivered website to robust timescales, receiving extremely positive publicity in the press and achieving the acclaimed industry recognised Favourite Website Award (FWA).
- Lionhead Studios were having difficulties developing the GUI for its 'Fable 2' game. Selected to rescue the project and deliver GUI encompassing 'front end', title screen and options, menu system, and HUD. Engaged with stakeholders; produced mock ups; created 'in-game' graphics using Anark; ensured Microsoft's Technical Certification Requirements and localisation rules were adhered to; and utilised focus group feedback. Successfully delivered GUI to robust timescales and 'Fable 2' sold in excess of three million copies and won numerous industry accolades including several BAFTA game awards.

Current Role:

April 2009 to date: Freelance Graphic Designer

The Strange Case Company

- Creating a range of limited edition art prints. Ongoing.

Fun Bits Interactive

- Website
- Company Identity, business cards, logo
- In house Design Documents
- Escape Plan: Videos, graphic design, website theming.

Player Three

- Top Gear Continental Rally: UI, tileable landscapes and 3D rendering of the cars.
- Peugeot Rally Challenge: UI, tileable landscapes and 3D rendering of the cars.

- Magnatron: UI
- NeoMech UI

Natural Motion

- My Horse : UI. To Date (December 2011) has had over 5 million downloads. ([source](#))
- NFL Rivals UI
- Jenga UI

Career History:

February 1998 to April 2009: Lionhead Studios: Senior Graphic Designer

Lionhead Studios is a British computer game development company acquired by Microsoft Game Studios in April 2006. The company has approximately 250 employees & generates revenues of over £10m.

- Recruited as Senior Graphic Designer, responsible for delivering design solutions across a range of media with particular focus on the group's websites and Graphical User Interfaces (GUI) for video games.
- Accountable for designing, developing and maintaining the group's websites to ensure they remain exciting for game users through cutting-edge technology and innovative designs. This involved creating concepts and designs, and liaising with illustrators and web developers.
- Designed Graphical User Interfaces (GUI) for video games encompassing 'front ends', title screens and options, menu systems, and Heads Up Displays (HUD).
- The role involved ensuring designs for Graphical User Interfaces (GUI) of video games adhered to Microsoft's stringent Technical Certification Requirements and localisation rules, which govern the development of games across global markets.
- Worked with Microsoft's Localisation Team to amend fonts used for games in different languages.
- Assessed feedback from Microsoft's video game focus groups, and incorporated suggestions to improve user experience and enhance concepts, ensuring project remained within timescales.
- Responsible for scenario and level scripting for video games including 'Black & White' which subsequently won a BAFTA Interactive Entertainment Award for Interactivity.
- Produced trailers used for internet promotion of video games using 'in-game' cameras.
- Designed, developed and implemented an intranet using SharePoint. Researched application, negotiated with supplier, installed and configured application.
- Delivered design solutions for general operational purposes across a range of digital and print based media including advertising, PR material, marketing collateral, and stationery.
- The design process involved: agreeing brief / timescales with stakeholder; developing creative ideas and concepts; presenting design solutions and mock ups; liaising with illustrators, web developers and suppliers; and delivering final artwork.
- Successfully generated additional PR for 'Black & White' - the company's first game by offering characters to the public for auction and putting the winning sponsor's face on the character. This unique idea raised the game's profile and over £2,000 for the NSPCC.

Earlier Career:

- 1997 to 1998: 3D/4D Holographics: Lenticular Display Designer
- 1996 to 1997: Design Etc: Model Maker
- 1996 to 1996: Geoff Portass: Assistant Special FX Make-Up
- 1991 to 1996: Treasure World: Designer / Sculptor

Qualifications & Training:

- Art & Design Foundation: Norfolk Institute of Art & Design
- Secondary education to O-Level Standard

Skills:

- Adobe Creative - Photoshop, Illustrator, Premiere, After Effects, Dreamweaver, Flash & InDesign
- 3D Studio Max & Anark
- HTML, DHTML & CSS
- SharePoint Portal Server / Designer
- Microsoft: Visual Studio & Office - Word, Excel & PowerPoint

Testimonials:

“Jamie is a very creative, yet pragmatic graphic designer, and his dedication and talent contributed a great deal when it came to developing the user interface for Fable II. On top of that, Jamie is a great guy to be around, and I would definitely love to work with him again in the future.”

Guillaume Portes, Lead Programmer, Lionhead Studios

“During his work on the Fable games Jamie was not only proactive in finding highly creatively solutions to problems but he also displayed a rare graphical and artistic talent.”

Ian Yarwood-Lovett, Art Director, Lionhead Studios / Big Blue Box Studios

“Jamie is a highly creative and resourceful and in my opinion can bring a wealth of creative and technical knowledge to any project. I have always enjoyed working with Jamie and found him to be an enthusiastic, entertaining and very talented individual.”

Mark Webley, Development Director, Lionhead Studios

“Jamie has excellent web design skills and good insight to design questions which appear to be founded on great experience and knowledge of a multitude of websites, web design packages and an understanding of the issues involved. He also has significant 3D modelling experience and detailed technical knowledge of lighting and rendering techniques.”

Tim Rance, CTO, Lionhead Studios

“Jamie is a very creative and multi-talented individual. [At Lionhead] He created the online community, designed our web presence, created game content, modelled clay characters, and build the company HR intranet. Jamie’s sharp wit and unique humour was a big piece of the company culture when we founded Lionhead. He is honest, caring, self critical and a pleasure to work with.”

Jonty Barnes, Production Director, Bungie

“I worked with Jamie on Fable 2 and found him to be an excellent collaborator, always pushing and probing to discover the best way to implement a feature. He had an upbeat attitude even when the chips were down, and was always willing to do whatever was needed to get the job done.”

Richard Ham, Creative Director, Splash Damage

“I have worked on and off with Jamie for over 15 years. His approach to creative problem solving always astounds me. Combine his artistic ability with his razor sharp wit and you have a unique individual who seems to deliver the unexpected every time. A pleasure to work with and for.”

David Girling, Marketing Manager, Norwich School of Art and Design

“Jamie's the kind of guy who you've got to have on your team as you know the results of the teamwork will be more significant than the potential of the individuals alone.”

Sherman Archibald, Owner, Massive Multimedia

“I worked with Jamie on many projects over many years and have found him an amiable colleague, a dedicated worker, a skilled technician and a talented designer. He has contributed to major projects at various levels including initial concept development, game content creation, GUI design to effectively managing our online presence.”

Paul McLaughlin, Head of Art, Lionhead Studios