

Michael Keane, Art Director

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To see **my work** visit <http://www.mikekeane.co.uk/>

Summary

I have 22 years experience in the advertising industry working above and below the line. Increasingly I'm creating core ideas that work through it. Whatever the medium, my goal is always to produce an imaginative yet strategically sound solution to the brief. I can think in words as well as pictures (you'll find me in D&AD for both), but if it's a team you're after, I work with copywriter Sean Toal.

Awards

My work has won awards in competitions above and below the line, including The One Show, D&AD, John Caples, Creative Circle, Cannes, The British Television Awards, the Clio's, Campaign Posters and Campaign Press. These include Gold at The One Show and Creative Circle, Silver at Campaign Posters and Press, Bronze at British TV and the Clio's.

Employment History

Major clients worked for and **main media** used.

2009 Freelance – Art Director

TCA (Integrated) Anlian, American Express, RBS, Nat West, Argos.

2007-2008 Agency Inc - Head of Art

Brands Hatch (Integrated), Ascot (Press/DM), Nuffield Health (Integrated).

2004-2007 Freelance - Art Director

M&C Saatchi (TV), AMV BBDO (TV/Print), Publicis (Print), Ogilvy (Integrated), JWT (TV), Masius (Integrated), Joshua (Integrated), Agency Republic (Integrated), TCA (Integrated), Agency Inc (Integrated), Brand Development (Print/Radio), Hype (Print), Tequila/TBWA (Integrated), 4 Creative (Print), Them (Integrated), Considerate Building (Online).

2002-2004 Arc - Senior Art Director

Vizzavi (Press/DM/Online), Dolmio (Integrated), Great Ormond Street (DM), Fiat (DM/Online), Britannia Music (Press/DM), Philips (DM), Ariel (DM).

2002-2004 Fantastic Brilliant - Head of Art /Copywriter

Trees for London (Print), Johnny Moke Shoes (Print).

1999-01 Partners BDDH - Brand Guardian

Responsible for Mercedes-Benz (TV/Print), Clerical Medical (TV/Print), Guardian (TV/Print), and Co-op Travelcare, Dairy, Bank and Retail (TV/Radio/Print).

1998-99 Broadbent, Cheetham, Veazey - Head of Art

Greater Manchester Police (Print), Health Aid (Print), Kingfisher Toothpaste (Print), Ugly Models (Print/Ambient), Kitchen Devils (Print).

1995-98 Grey London - Group Head

Board Director responsible for Remington (TV), Speedo (TV/Print).
Creative work on Skoda (TV/Print), Fairy Liquid (TV), Lee Jeans (Print), Allied Dunbar (TV), Galaxy (TV), Oxy (Print), Horlicks (TV).

International experience in Grey offices in Dusseldorf (Kit-e-Kat TV), Paris (Glen Grant Whisky TV/Print), New York (MasterCard TV).

1992-95 Broadbent, Cheetham, Veazey - Art Director

Paragon Tattoo Removal (Print), Slimmer (Print), Wilmslow Chiropractors (Print).

1992 Y&R Sydney - Art Director

The Australian (Print), Mitsubishi (Integrated), Caxton Awards (Print).

1986-92 CDP - Art Director

Shreddies (TV), Yoplait (TV), Boots (TV/Print), Range Rover (Print), Toyota (Print), The Army (Print), Prison Officer Recruitment (Print), Hovis (Print), Benson & Hedges (Print), Condor Tobacco (Print), Olympus (Print), Daily Telegraph (TV/Print), Soviet Jews (Print).

1982-85 Writer/Illustrator

Software

Proficient in Indesign and Photoshop (Mac).

Qualifications

1985-86

Postgraduate Advertising Course

School of Communication Arts

1979-82

BA (Hons)

E Lit & Visual Arts (2.1)

Crewe and Alsager College of HE

1978-79

Diploma in Foundation Studies (Art and Design)

Stockport College of Technology