

Kevin Moss

01446 781 146 / 07970 789 769

<http://kev.fruitmachine.com>

kev@fruitmachine.com

07/02/1971

Married

English

Full driving licence

Meadow Barn

Wren's Castle

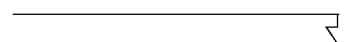
Llantrithyd

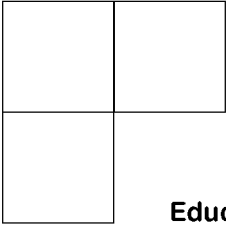
Cowbridge CF71 7UB

I am a creative and conceptual thinker who can deliver original and thought provoking solutions. This has led me on a fantastic journey working on a wide range of projects and brands (from PS2 to Cartoon Network, Canon to the FT). Being the founder member of Incline Media Ltd has given me the experience of running a highly successful company, which continued to create and deliver award winning big ideas.

Work experience

- 1992 - 93: **Tye Philips Assoc:** Junior designer for an audiovisual company.
- 1993 - 95: **Ovum Ltd:** Designer for a technology consultancy (Built my first website!)
- 1995 - 97: **Syzygy:** Multi-media designer. Syzygy was one of the earliest web agencies in the UK. Major projects included lead designer on the launch of the Cartoon Network website/game and Petcat.com, one of the first personalised websites in the UK.
- 1997 - 03: **Incline Media:** Founder member and Creative Director. From day one Incline did things differently, cornering a market and reputation for being ahead of the curve. This led to work with FT (Winner, Campaign's best advertising award) Directline's JAMJAR.com (Winner, best campaign) Opodo (Winner, best launch campaign). Becoming Canon Europeans online marketing agency and numerous projects with PS2, including the launch of Network gaming.
- 1999 - 01: **Wembley Park:** Founder and creator of a controversial cartoon series commissioned by E4. Wembley Park got national coverage with articles in most tabloids, an interview on the C4 programme Dope Sheet and was called by Revolution magazine as 'god like genius'
- 2003 - 04: **Good Technology:** Creative Director. Incline Media was successfully and painlessly merged with the sister agency Good Technology. As part of the merger I was made Creative Director of the group. This gave me the opportunity to work with Audi and consult with Andrew Motion on a poetry project while launching PS2's UEFA sponsorship site.
- 04 Sept - Present: **Animator/Director:** My passion for telling narratives has led me to the decision to focus on scriptwriting, animation and directing. My first short, *The barking blue dog*, became a finalist at 'Eat My Shorts'. I am just putting the finishing touches to a short animation, and have been developing various Internet and mobile phone concepts.





Education

1982 - 87:	Fitzwimarc Comprehensive:	9 O'levels including Maths and English plus OA'level in Maths
1987 - 89:	Southend College of Technology:	OND in Graphic Design
1989 - 91:	Epsom School of Art and Design:	HND in Graphic communication (specialising in computer design and animation)

Skills

I am wholly passionate and enthusiast about any project I am involved in and have the ability to pass this to any team I manage. I am a lateral and creative thinker who is willing to listen to the voices of others while at the same time shaping a vision or 'big' idea, this, therefore, gives the team a framework to deliver creative solutions. I have in-depth knowledge of the Internet and have worked on various New Media projects including creating large websites, marketing campaigns, viral marketing (including flash games and movie clips), Internet tools and Internet consultancy.

I have been involved at every stage of a project, my skills include:

- Running a pitch process from initial ideas to final presentation.
- Running large and small brainstorming sessions to deliver original solutions within strict timeframes.
- Acting as a producer to deliver a project to deadline on budget.
- Management and development of client relationships.
- Inspiring and managing a creative team.
- Liaising with internal and external teams to deliver concepts.
- Excellent design skills with proficiency in most graphic packages.
- Knowledge of HTML and sitebuilding tools
- Copywriting skills.

As well as being Incline Media's Creative Director the discipline of running a small business has been invaluable. Be that sustaining personal motivation or just making sure the VAT bill is paid on time! I

Personal interests

It goes without saying that I am an avid film goer. I enjoy popular science and have a keen interest in emergent theory and the small world theory. I regularly go to the gym and often do more than sit in the Jacuzzi! I enjoy travelling and have even just started surfing (very badly) and can be seen sketching and photographing coastal landscapes (also very badly!)