

VINCENT McEVoy

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I began my career in art, photography and typography as a junior in Liverpool's Littlewoods fashion studio before moving to Geers Gross Advertising as a junior art director. I then moved to Polydor Records after successfully producing a multi-screen visual stage backdrop for Emerson, Lake & Palmer's 1972 European tour. I spent several years working in London advertising agencies before beginning work as an art director at Ogilvy & Mather, where I remained for nine years. In 1997 I worked as Head of Art at WWAV Rapp Collins, Europe's largest direct mail agency, overseeing the work of 20 creative teams. I then worked as Head of Art at MWL until 2001. Since then, I have worked independently and direct with clients on graphics press campaigns, direct mail and digital design.

I have experience in teaching young creative students at various higher education establishments, including Oxford Polytechnic, West Thames College, Nottingham Trent University, Birmingham City University and the University of Bolton.

RECENT POSITIONS OF RESPONSIBILITY

2003-2010 **Independent Art Director**

Direct mail and press campaigns, accounts including Free Tibet, Mind, Age Concern, Charles Darwin Trust, Battersea Dogs Home, Italian Cultural Institute London

Guest lecturer in visual communication courses at the University of Bolton, Nottingham Trent University and Birmingham City University

Regular involvement in D&AD New Blood exhibition

1999-2001 **Head of Art, MWL**

Direct mail and press campaigns, accounts including Unilever, Philips, Nikon

1997-1998 **Head of Art, WWAV Rapp Collins**

Direct mail and press campaigns, accounts including Legal & General, Marks & Spencer, One 2 One (now T-Mobile)

1996-1997 **Art Director, CCHM**

Direct mail and press campaigns, accounts including M&G Investments, Killik & Co, AIG; designed and printed client catalogues and annual reports

1993-1995 **Advertising & Graphic Design Tutor, West Thames College**

Course director and Higher National Diploma tutor, responsible for print production, promoting the course and securing sponsorship

1990-1993 **Art Director, Bassat Ogilvy & Mather (Madrid)**

Creative director, accounts including Ford España, Guinness, Philips

1984-1990 **Art Director, Ogilvy & Mather (London)**

Press campaigns and TV commercials, accounts including American Express, Guinness, Polaroid, Compaq Computers, Abbey National, Olivetti

PROMINENT PUBLICATIONS, AWARDS & NOMINATIONS

2009 Featured in *Words into Pictures* by Bob Gill (Images Publishing Group); album design: Eric Clapton, *461 Ocean Boulevard*

- 2005 OpenAd.net Financial Times 'World's Toughest Briefs' award (1st prize); "Switching banks" campaign
- 2002 Featured in *Rewind: Forty Years of Design & Advertising* by Jeremy Myerson & Graham Vickers (Phaidon); album design: Eric Clapton, *461 Ocean Boulevard* and Roger Daltrey, *Ride a Rock Horse*
Featured in *Rewind* exhibition at Victoria & Albert Museum, London
- 2000 Daily Telegraph 'Ad of the Week' award; Persil Naomi Campbell advertisement
- 2000 Ampersand magazine. D& AD ' My first Ad in the Annual'
- 1999 Precision Marketing Award Jif ' A cleaner home' Direct Mail pack
- 1998 D&AD Awards Direct Marketing judge
- 1986 Creative Circle Awards; Press Ad: American Express campaign 'Cappuccino'
- 1995 Featured in *Graphis Ephemera: An International Collection of Promotional Art* (Watson-Guptill); invitation to West Thames College degree exhibition
- 1992 Creativity 92 awards. NY Art Directors Club; jacket design: *Warhol/Makos* (Virgin Books). American Express TV ' A new perspective'
- 1990 Graphis Poster annual (Graphis Press Corp.) *Warhol/Makos* (Virgin Books)
- 1975 D&AD Awards; album design: Eric Clapton, *461 Ocean Boulevard* and Polydor promotional sleeve design, *Taste of Things to Come*
- 1974 Creativity 74 awards. NY Art Directors Club Album design: Gil Evans Verve records. Clapton, *461 Ocean Boulevard* promotional in store graphic

EDUCATION & DEVELOPMENT

- 2003 **City of London**
Photoshop Introduction UI. 10 CATS credit(S)
- 1972 **Oxford Polytechnic**
Graphic Design Fellowship in Non-Verbal Graphic Communication
- 1968-71 **Liverpool College of Art**
Union of Lancashire and Cheshire Institutes: Graphic Design & Print Technique (Distinction)

ADDITIONAL SKILLS

- Languages Spanish (business standard)
- IT Adobe CS4 InDesign, Photoshop, Illustrator.

REFERENCES

Available on request