

# CV

## Amo Bassan – designer

Since 1996 I've been applying common sense, imagination and style to any media and surface that will allow it.

I've taken a nonlinear path from print publications, boutique web shops to advertising, brand and various multidisciplinary agencies in the UK and abroad. During that time I've art directed, branded, designed typefaces, photographed, animated, coded and presented to stakeholders on projects for some of the least and most recognised brands in the world.

I put my work before my profile and express from the gut. My aim is to continue treating people with intelligence and keeping an eye on the end result so I can deliver beautiful, purposeful and resilient creative from sketch through to delivery.

### PERSONAL DETAILS

Male

05.01.72

British nationality

6 - 3 Rosebery Crescent,  
Edinburgh,  
EH12 5JP  
UK

amo@amobassan.com ›

+44 (0)7762 875074

amobassan.com ›

LinkedIn ›

### EDUCATION & QUALIFICATIONS

**B. A. Honours,  
Graphic & Media Design,**  
The London College of Printing,  
'92 – '96

(Including a one year work  
placement split between Giant  
and Dewe Rogerson)

**One Year Foundation Course  
Art & Design,**  
University of Westminster,  
Harrow,  
'91 – '92

### EMPLOYMENT HISTORY

**Freelance  
Art direction and design**  
September '16 – present

**Evviva Brands  
Creative Director**  
November '11 – June '16

**iCrossing  
Head of Design**  
November '07 – November '11

**Freelance  
– Landor Associates  
– Corporate Edge  
– Jam**  
Art direction and design  
June '07 – November '07

**Sapient  
Senior Associate**  
Experience Marketing  
October '06 – June '07

**Freelance  
Art direction and design**  
July '05 – October '06

**Getfrank / cogapp  
Senior designer**  
September '03 – July '05

**Freelance  
Art direction and design**  
March '01 – September '03

**Startle Digital Marketing  
Senior Designer**  
June '00 – March '01

**Travis Sully Harari  
Senior designer**  
December '98 – June '00

**Crown BC  
Senior designer**  
October '97 – December '98

**Smartnet  
Middleweight designer**  
October '96 – October '97

**Condé Nast Publications  
Junior designer**  
May '96 – October '96

### SKILLS & INTERESTS

#### Type Design

I got interested in type by copying letters from my favourite record sleeves then naturally moved onto my own designs. I have designed over thirty typefaces with new designs constantly in development. A preview can be seen at [maxandtony.com](http://maxandtony.com) › My designs have been used by the BBC, Cable and Wireless and Casio.

#### Software

As well as the usual Adobe suspects I use Fontlab to create typefaces, Adobe XD for wireframes, Animate and After Effects for animation and video.

#### Code

I know what it takes to design and build for the web and for applications, always trying to keep on top of developments. I code, animate and have hands-on HTML experience using CSS and Javascript. But I'm a designer first, my knowledge and experience allows me to communicate and work productively with developers.

#### Music & Audio

I'm particularly fond of experimental electronic music from any decade. 'Audio branding' is an interesting subject so I've been learning sound synthesis using Native Instruments' Absynth with a hope to apply these sounds to future projects.

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AGENCY	CLIENT	EXPERIENCE
	– Referees are available to view upon request	
<b>Evviva Brands</b>	Amazon ..... Marriott Europe ..... Methanex ..... Kentz ..... The Ritz-Carlton ..... KLA-Tencor ..... Lam Research ..... AB Inbev .....	Employer brand development & design Employer brand development & design Master brand development & design Employer brand development & design Employer brand development & design Employer brand development & design Employer brand development & design Employer brand development & design
<b>Freelance</b>	Remit Now .....	Brand development & design
<b>iCrossing</b>	Apple ..... O2 Travel Insurance ..... Evans Cycles 'Ride it!' ..... Lands End ..... Manchester City Football Club ..... Marks and Spencers – 'Stories' ..... Mondial Assistance – 'wander' ..... More Than – 'living' ..... Microsoft BING ..... Bank of America ..... J. P. Morgan INVEST .....	Display retargeting design UX & Site Site Interactive widget Display ads & mobile app UX & Site Branding, UX & Site Brand development & site Display advertising & copy Site & interactive widget Sites
<b>Sapient</b>	Vodafone – 'At Home' ..... Sky Shop ..... Sky News .....	Application design Usability enhancements Site › 'Best consumer website' Association of Online Publishers
<b>Freelance</b> – Landor Associates – Corporate Edge – Jam	International Olympic Committee / United Nations ..... Marlboro ..... Shell ..... JTi ..... BAT ..... University of Strathclyde ..... Mohammed Al Fayed ..... Robert Horne .....	Print newsletter Campaign concepts Site and advertising concepts Site concepts Site Site Site concepts Site
<b>Getfrank / cogapp</b>	ICONS, A portrait of England (Phase 1) .....  Cleveland Museum of Art ..... Interfaceflor ..... Channel 4 'Origination' ..... Ofcom ..... 24 Hour Museum 'City Culture Guides' .....	Brand development & site › Shortlisted for a BIMA › New Media Age's 'Site of the Week' Site Brand development & site Brand development & site Brand development & site Brand development & site › New Statesman New Media Award for Education
<b>Freelance</b>	iSTATION ..... Pari's ..... D.G.C.I.D .....	Brand positioning & design Brand positioning & design Site
<b>Startle Digital Marketing</b>	Citroën ..... MusicBox ..... Sony Computer Entertainment Europe ..... Mute Records, 'Depeche Mode 20 years' .....	Site Touchscreen kiosk Website concepts Interactive
<b>Travis Sully Harari</b>	Casio G-Club ..... Lexus ..... Dell .....	Site & typeface design Site Display ads
<b>Crown Business Communications</b>	BT Vision ..... Warburg Dillon Read ..... Commercial Union ..... Prudential Portfolio Managers ..... Heathrow Express .....	Site Site & print collateral Site Site Site & on-site animation
<b>Smartnet</b>	Microsoft '4M' ..... Cable and Wireless ..... Burton Group ..... Condé Nast .....	Flash interactive shows Site Sites Sites
<b>Condé Nast Publications</b>	World of Interiors, GQ and Vogue .....	Magazine Design