

David Earle

The core of my experience comes from seven years as Creative Director of London-based design consultancy Jackson Earle, which I co-founded in 1993.

During that time I secured and handled Europe-wide advertising and design accounts for clients such as Zefa Picture Agency, Stockmarket Photo Agency, Corbis, Oxford University, Barclays Bank, The Royal Society, The Lawn Tennis Association and Heathrow Airport.

After selling my share in the company in 2000, I decided to broaden my creative skills, and applied for the European Film School in Ebeltoft. In the meantime, I headed a team to re-brand Africa's largest petro-chemical conglomerate – Sasol – in London, and helped develop a new, interactive branding procurement system called 'DNA'.

On completing the film school, I contracted as art director with Stockbyte – a Getty photo agency, working in South Africa and Ireland, before moving permanently to Denmark. Since 2003, I have been employed as senior art director at Bergsøe 2. In my time there, I have won two awards for advertising and magazine projects. In April 2007 I turned freelance.

I also make short films and music videos, which have been aired on terrestrial and international TV channels and film festivals.

One of my viral videos, 'Dining Room' has been downloaded online more than 1.5 million times.

I made Roskilde Festival's 2006 'Act Against Slavery' promo film. Shown on their stage screens and cinema, it helped generate a 100% increase in donated funds for Folkekirkens Nødhjælp's project. I am now currently re-branding their 'Rent Vand Koster' campaign and developing the Roskilde 2007 campaign promo film. I am also in production of a short film for Nimbus Film.

I attend Danish classes, and am now at module 5 with Studieskolen.

Some of my work can be seen at:
www.davidbearle.com

Personal information

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Employment history

2003-2007

Bergsøe 2 Gruppen – Senior Art Director

Responsible for all creative work, from concept to production – corporate magazines, DM, branding, typeface design, advertising campaigns, catalogues, copywriting.

2002

Stockbyte/Getty Images – Photo Art Director and brand developer

A dual role contract job – art directing high-end photo-library images in South Africa. I directed more than 600 images for the new Stockbyte collection, and designed and produced their image catalogue, advertising campaigns, web-mailshots, direct mail-shots and brochures.

2001

Trademark Design Ltd – Contract Senior Designer and Project Leader

Responsible for the design of an international identity scheme for Sasol, a multi-national petro-chemical corporation. I was responsible for the London-based design team and briefing the South Africa design team. The identity was implemented using an electronic design manual which automatically created artwork for everything from signage to advertising.

1993-2000

Jackson Earle Associates Ltd – Creative Director

Tasks included brainstorming, conceptual design for corporate identities, marketing material, name generation, design manuals, advertising campaigns, DM, environmental design, web sites, photo art direction, team management, running pitches, client liaison, new business generation. The company grew over seven years to a design team of nine with a reputation as a highly creative, award-winning agency. In October 2000, I sold my 50% share.

1992-1993

GB Magazine, London – Art Director

Tasks included devising overall identity of Magazine, recruiting design team, setting up production systems, print buying, page design, photo art direction, team management, print management.

Education

College

1987-1988 WRTC Waterford, Art and Design College

Foundation Course in Art

1988-1991 WRTC Waterford, Art and Design College

National Diploma in Design and Communications

Professional qualifications

Chartered Designer since 1994

Further education

Sept 2001-May 2002 – European Film School

8-month intensive course in film making.