



COY DESIGN

KEN COY

Creative Team Lead / Senior Motion Designer

www.coydesign.co.uk
07879 656464
kency1@gmail.com

I have solid experience from many demanding creative environments, playing pivotal roles in Broadcast Channel branding and promotions, Marketing cross-platform strategy, Digital content production, out-of-home advertising and Corporate asset creation. I offer a balanced, knowledgeable, confident skills-set with a friendly and credible personality that inspires trust in clients, partners and colleagues.

The successful creation, and delivery of, exceptionally high-value assets for brands and campaigns, using my strong client and business understanding, plus taking direct responsibility for ensuring products are realized in the best possible way, is where I excel - coordinating across all production, technical and sales departments to meet expectations and deadlines.

I thrive collaborating with others. I anticipate potential problems. I find innovative solutions. And when heading production workflows - improving efficiencies wherever possible. I can lead and love actively participate in ideation and brainstorming, visualising concepts and working with the broader team on making dynamic content that shines.

Colleagues say I strive for the best, have ambition and high expectations, however I relentlessly support and promote team growth. I share expertise, support and motivate others at every opportunity and always promote excellence, creativity, humour, empathy and respect in any relationships I am involved in. I'm an excellent communicator with a proactive and pragmatic style developed through managing motion graphics and video content teams at ITV, AKA/CP, Volant, What3words and DMS.

I hope I sound like I'd be a good addition to your team.

Yours sincerely,
Ken Coy

Experience

Brand Creation
 Brand Policing
 Campaign Strategy
 Team Management
 Budgeting
 Time management
 Workflow System Improvement
 Fast Turnaround Environments
 Concept to Delivery
 Media Management
 Client Facing

Design Lead - Contract - Volant Media. Aug 2020 - Oct 2021

Contracted by the News Broadcaster to create the Brand, Motion Language and on-air assets for the U.S. Election: design of Digital and Social components, Title sequences, Strand Stings and Videowall. The complex array of typography layouts and animated infographics displaying current voting status, poll results and State results - all needing comprehensive automation logic consideration (Vizrt).

Retained to Design Direct the broadcast re-brand of the News channel. Collaborative project with internal Senior Designers and Creative Promotions Teams. Assets include Logo update, colour palette, grid system (typographic & image), Motion Language, Channel Idents, Title sequences, Promo Packaging templates, on-screen automated dynamic graphics, correspondent profiles, updated Map logic and look.

Follow-on to Design Direct the 1st show to be broadcast from the new facility in Washington D.C. End-to-end creative Lead under the C.D. Encompassing concept and production of all brand components from logo and titles, videowall gfx, HD versioning, On-Screen Furniture and set colouring. The bespoke Tech installation and a newly assembled editorial team required from me an extraordinary level of attention to detail and the successful interpretation of key requirements in the brief for this flagship landmark show.

DMS - Head of Motion Graphics. 2019 - July 2020

Managing a team of 18. (motion & print)

Creation and delivery of multi-format social assets for WarnerBros UK, Sony, Disney, Lionsgate, and Paramount. Fast turnaround localization of film trailers and promos for Global Markets.

I introduced:

Semi-automated production & process improving turnaround speed by approx 25%.

A 3 year Up-Scale plan (pre-Covid) based on company growth initiatives.

A department restructure with clearer responsibilities and line management hierarchy.

Individual specialist-skills development increasing creative capability and capacity.

A new print/graphic design capability harnessing previously unused talent - securing new business.

Bespoke creative skills training module for every designer.

Creative flair and design integrity to corporate solutions, improving company marketplace reputation.

An improved Job iD scheduling protocol/comms between Client Services and Production.

Cross-dept asset share system.

Improvements to the Grad Scheme, offering better training and best practice guides.

A clients' requirements learnings archive, reducing repeated brand offences.

More robust client feedback process - faster response and more accurate.

Overhaul of hardware, software and tech workflow pipeline feeding into Capex.

My team received commendation from Disney Global for the successful turnaround of 14 social films into 16 languages for Frozen II within 3 weeks, which included individual stylized title treatments and dynamic subtitling.

what3words - Head of Video & Motion. 2017 - 2019

Managing team of 3 (motion, graphics & content creative).

Creation and delivery of multi-format films for what3words, partners and verticals e.g. Mercedes, AirBnb, China, Emergency Services.

I was responsible for:

The coordination of multiple marketing films in concurrent production.

A department up-scale plan based on video output increasing x10 within 2 years.

The W3W Motion Language - concept, design, creation and execution in collaboration with Product/UI.

Motion Brand Evolution - styleguide updates and policing working alongside the CD and Design Lead.

Strategic shoot contribution to enable 1:1, 16:9, 9:16 & 4:5 format output masters.

Hands-on edits - storytelling, animation, how-to's and influencer film - shot selection, motion graphics, grading, audio, output specification etc.

Procurement: Legal prerequisites, media licences, NDA's, location permissions, talent & freelance.

Structuring a delivery system of production packs to 3rd parties.

Configured a media server and CMS.

Implemented a video workflow pipeline.

Received a personal congratulation from the Head of Mercedes-Benz European Marketing on my first partner film, for strong content messaging, speed of turnaround and brand fulfilment.

AKA / CP - Head of Motion Graphics. 2014 - 2017

Managing team of 4 (1 motion, 3 digital)

Hands-on creation of original content motion graphics, OOH, Digital, Cinema, website and social content for a wonderfully diverse range of high profile clients including: The Tate Galleries, BBC, Sony Entertainment, Artichoke, Catalyst, The ROH, Sonia Friedman Productions, The BFI and The V&A.

Role consisted of:

Creative concepts working to budgets, brand guidelines and marketing strategies.

Proof of concept production. Copywriting. Storyboard creation. Specialist VFX. Shoot direction.

Continual exploration of trends, techniques and styles to offer creative variety and engaging visuals.

Ensuring production workflows adhered to the strict quality threshold limits of Broadcast and Cinema.

Communicating clearly on all day to day operational activities to stakeholders.

Driving innovation in Digital Banner creative production.

I created and composited the main titles and credits sequence for the celebrated BBC TV series

'Silent Witness', following 6 "amazing" creative proposals offered from myself, the Content

Director and Art Director.

Sky Broadcasting (Creative) - Senior Creative. 2013 - 2014

Hands-on creation of original content motion graphics exclusively for BSkyB.

Thorough concept development within strict brand guidelines ensuring stakeholder touch points were understood and executed.

Storyboard creation. copywriting, specialist VFX, voiceover direction.

Utilization of the extensive internal production departments and expertise available.

A top-tier retention campaign featured bespoke 3D solutions made by myself. It had an extended run without any 3D amendment, unusual for Sky.

Bloomberg TV - Motion Graphic Designer. 2010 - 2012

Hands-on production of dynamic and unique storytelling infographics for the Live channel.

Creation of 2D and 3D 'stings' and promos as special projects - all within the HD format.

Good time management and decision-making essential.

Meeting the tightest of deadlines and ensuring the output/production gallery and programme producers are continually updated.

Freelance. 2005 - 2009

Including:

Usken Furniture - My own company. Designing and making bespoke furniture (brochure available!).

ITN Consulting - Graphics Team Leader contract. Rebrand of the Saudi channel El Akbharria in Riyadh.

Modernised the workflow, energised their staff and created all launch deliverables, plus a comprehensive style guide, for its live on-air shows and pre-records.

Two-Four Productions - UI design for a content management system they developed for broadcasters.

TQ8 - TV production company website with built-in client micro-site for content storage and sharing.

Software Skills

After Effects	■
Maxon Cinema 4D	■
Photoshop	■
Premiere Pro	■
InDesign	■
Fireworks	■
Bridge	■
Illustrator	■
Encoder	■
Microsoft Suite / Google Suite	■
Davinci Resolve	■