MICHAEL MADDISON
CURRICULUM VITAE

07940 957 300 | michael@maddisoncreative.co.uk
34 Mountfield Gardens, Newcastle upon Tyne, NE3 3DB

Multimedia Designer and Developer with 25+ years of experience creating compelling digital content for B2B and consumer audiences. Skilled in web design, animation, social content, interactive media, video production, SEO and brand strategy, with a proven track record of leading projects from concept to completion. Adept at combining creative vision with technical expertise to deliver engaging, results-driven campaigns for global clients and high-profile brands.

Date Of Birth: **29 January 1978**
Nationality: **British**
Driving License: **Full, clean**

EMPLOYMENT HISTORY

SENIOR DESIGNER/DEVELOPER Horizon Works Ltd. 2023 – 2025
Design and develop a range of digital content for marketing and client campaigns. Responsible for multimedia assets including web, video, animation, and interactive media, supporting the company's B2B clients with creative, engaging solutions.

FREELANCE DESIGNER Maddison Creative 2016 – 2023
Deliver end-to-end creative services across web, print, video, branding, and digital advertising for clients from start-ups to FTSE 100 companies. Responsible for creative direction, technical development, content creation, and ongoing client relationship management.

LEAD DIGITAL DESIGNER Sage One, Sage UK Ltd 2013 – 2016
Led design and development for Sage's flagship online product, Sage One. Helped grow the UK & Ireland customer base from 6,000 to 120,000+. Oversaw site design, campaign assets, brand management, and agency coordination.

LEAD NEW MEDIA DESIGNER Sage UK Ltd 2010 – 2013
Created digital content for global marketing campaigns across web, email, and partner platforms. Developed innovative design solutions within global brand guidelines, supporting both integrated and standalone initiatives.

DIGITAL DESIGNER Different Advertising, Design & Marketing Ltd 2009
Produced rich media ads, interactive content, and email templates for a wide client base at award-winning agency Different.

DIGITAL DESIGNER NCJ Media / Trinity Mirror 2008 – 2009
Specialised in rich media/web design and trained internal creative teams. Created interactive content for blue-chip clients and national media brands like mirror.co.uk.

WEB/MULTIMEDIA DESIGNER Northumberland County Council 2003 – 2008
Designed and developed websites, multimedia content, and video for internal/external communication. Managed brand assets and worked closely with press and marketing teams.

ADDITIONAL ROLES (2000–2003)
Animator / Graphic Artist — Dugong Animation (2000–01 & 2002–03)
Web Designer (Placement) — Tagish Ltd (2001)
Admin Assistant — NCFE (2002)

RELEVANT SKILLS

Over 25 years production design experience and excellence in using Adobe CC (Dreamweaver, Photoshop, Illustrator, AfterEffects, Animate, InDesign, Premiere Pro & XD) and understanding and applying best practice for design online and in print.

Over 25 years industry experience hard coding robust HTML5 and CSS3 with expertise in website design, animation & video editing with an up-to-date knowledge of SEO, cross-browser and platform compatibility, accessibility and usability guidelines (DDA and W3C) and their impact on design & build.

A track record of strong, impactful, visually stunning multimedia solutions across a variety of blue chip clients, including NBS/Hubexo, RIBA, Sage, Trinity Mirror, Nuffield, Atlas Copco, Koch Technology Solutions, Hilton, Bentley & John Lewis amongst others as both standalone & as part of integrated campaigns.

A wealth of experience in creating innovative impactful rich media advertising solutions & interactive content, developing Javascript, PHP & SQL with over 100 websites built to date.

Strong verbal and written communication skills.

Building and maintaining content management systems and creating & managing engaging content, Wordpress theme development, Joomla, Drupal and Webflow.

Template design in a variety of other media including email, PDF, Word & PowerPoint.

Developing brand identity and creating collateral to align with existing brand identity.

Well-developed project management and presentation skills with proven experience of liaising with and presenting directly to clients and key stakeholders.

Incorporate AI-assisted tools to ethically accelerate design ideation, prototyping, and content generation while maintaining creative oversight and brand integrity.

EDUCATION

FULL TIME

BA (HONS) DEGREE IN ART & DESIGN (2:1)
Lancaster University 1997-2000

HND IN ART AND DESIGN
Newcastle College 1996-1997

3 A-LEVELS INCLUDING ART (B)
The Duchess's High School, Alnwick 1996

9 GCSES INCLUDING ENGLISH (B), MATHS (B) AND ART (A)
The Duchess's High School, Alnwick 1994

PART TIME/VOCATIONAL

ADOBE CERTIFIED PROFESSIONAL - AFTER EFFECTS
Sunderland University 2026

HTML5 & CSS3 FOR WEB PROFESSIONALS
Transmedia, Greenwich, London 2014

FINAL CUT PRO (MAC VIDEO EDITING SOFTWARE)
Provided by Apple certified trainer 2010

BESPOKE INTENSIVE ADVANCED FLASH/ACTIONSCRIPT
In Context Training 2006

LEVEL 2 C&G ASP.NET
Gateshead College 2004

LEVEL 3 CITY AND GUILDS WEB DESIGN/DREAMWEAVER
LEVEL 3 CITY AND GUILDS VECTOR ANIMATION FOR USE ON THE WEB
Gateshead College 2002

ACHIEVEMENTS AND SUCCESSES

Throughout my career, I have received recognition across a range of creative, artistic and sporting disciplines. I was the recipient of a Royal Television Society award for Animation and was awarded the Duke of Northumberland Memorial Prize for Art. In sport, I captained my badminton team to victory in the North East County Championships.

As an artist, I have sold more than 300 prints of my drawings, with my work exhibited at venues across the UK. I also held a solo exhibition of my multimedia artwork at the Bailiffgate Gallery in Alnwick.

Professionally, my work has been recognised within the marketing and advertising industry. I received a North East Advertising Award for Best Advertising Campaign in 2008 and won Best MMD Marketing Campaign at the Sage Pride Awards in 2013 for a campaign delivered in partnership with the Marussia Formula One Team.

INTERESTS

I enjoy digital design & keeping abreast of the latest innovations in the industry, practicing art (predominantly watercolours and townscapes), racket sports, live music and travel. I play the guitar and am a member of the NACF (National Arts Collection Fund).

I am a big Formula 1 fan and have attended over 60 F1 Grand Prix, everywhere from Texas, to Monaco, Budapest, Sao Paulo and Singapore.

I love a pub quiz and my 14 yeard old daughter does cheerleading internationally (most recently in Florida) which makes me a full-time 'cheer dad'.

WORK EXAMPLES

You can check out my work at **www.maddisoncreative.co.uk/work/**

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