

## Brad Shaw

Av del Mediterraneo, Urb la Alcaidesa  
Vista Real, Bloque 6, Apto 2A  
La Línea de la Concepción, 11316  
Spain

Home: +34 956 797 335  
Mobile: +34 645 577 995  
Email: [brad.shaw@deepbass.com](mailto:brad.shaw@deepbass.com)  
Portfolio: [www.deepbass.com/portfolio](http://www.deepbass.com/portfolio)

## Areas of Expertise

Team leadership for creative staff  
Art direction and creative management  
Project management  
Personnel management  
Expert in Adobe Photoshop, Illustrator, Dreamweaver and InDesign  
Expert in hand written HTML/XHTML and CSS  
Highly knowledgeable in semantically correct, standards based CSS, XHTML and barrier free web usability  
Expert in print preproduction and advanced printing techniques  
Very aware of current design trends and participates in numerous online design forums and communities  
Other areas of knowledge include, Flash animation, 3DS Max, sound and video editing and more

## Employment History

October 2007 – Present

**Self Employed Freelance Graphic Designer and Fledgling Entrepreneur**

April 2006 – October 2007

**Creative Manager  
Mansion (Gibraltar) Limited**

Promoted to the official roll of team leader under the title “Creative Manager”, overseeing 4 graphic designers in the Mansion Marketing Department.

Competently provided a high level of art direction and design for all aspects of Mansion’s gaming, marketing and communications materials.

Oversaw and provided the design for Mansion’s successful transition to the Playtech software platform.

Designed the user interface and 3 dimension table design for Mansion’s new Poker software on the Ogame Network.

Personally designed all uniforms, stadium collateral, and print and web medium templates for the Mansion sponsorship of English Premier League football team, Tottenham Hotspur, for the 2006/2007, 2007/2008, and 2008/2009 seasons.

Developed the design for Mansion’s partnership with Flybe and the Mansion branded BAe-1463 aircraft. Personally attended its inaugural flight from Luton to Frankfurt to attend the World Cup 2006 game between England and Paraguay.

Continued to provide art direction, and acted as brand guardian, for all aspects of the Mansion corporate identity. Developed much more complete company branding guidelines during this time.

Managed the design team’s workflow and deadlines, ensuring that all projects were delivered on time and to the highest possible standards.

Liaised with members of other internal and external Mansion teams to determine their graphical requirements for a wide variety of projects.

Procured resources such as stock photography, illustration and written copy along with necessary computing hardware to ensure the design team had every resource available to them to complete their assigned tasks.

Responsible for design department hiring and employee setup procedures.

Quickly assembled a team of 4 highly skilled designers with gaming sector experience from within Gibraltar and from abroad in the UK. Conducted interviews in both Gibraltar and London.

Assisted HR with placing newspaper ads, and establishing salary levels.

**June 2004 – April 2006**

**Senior Graphic Designer  
Mansion (Gibraltar) Limited**

Moved from Vancouver, BC, Canada to Spain in June 2004 to join the Mansion Marketing Department at its inception.

Provided art direction and policing for the Mansion brand and assisted the rest of the design team with its usage.

Led the Mansion design team to develop and deploy a suite of proprietary Flash based gaming software.

Personally designed the user interfaces for all casino table based games, as well as slot machines and video poker.

Designed the user interface and 3d table design and rendering for Cyber Arts based poker software.

Completed numerous print pieces for magazine advertising.

**March 1999 – June 2004**

**Senior Graphic Designer  
Green Room Media, Vancouver, BC**

Held the lead design position for over 5 years in a successful marketing company exclusively servicing the online gaming sector.

Completed web and print projects too numerous to mention for over 30 gaming brands including Betfair, Ladbrokes, bet365, Canbet, Casino.com, GamblingTimes.com, Slots.com, and many more.

Redesigned Canbet.com's corporate identity and brand.

Developed Slots.com's identity, website and their Playtech client lobby and games.

Developed the Mansion corporate identity and brand.

Worked closely with Green Room Media founders, Ashley Lang and David Dent, to eventually realize the sale and relocation of their company to become the internal marketing department for Mansion (Gibraltar) Limited.

**June 1996 – October 1997**

**Graphic Designer  
Starnet Communications, Vancouver, BC**

Designed and developed numerous successful web and print applications for this emerging adult and gaming based internet company.

## **Education**

**September 1993 – June 1996**

**Graphic Design and Illustration 3 year certificate program  
Capilano College, North Vancouver, BC**

Attended the highly regarded 3 year graphic design and illustration certificate program at Capilano College in North Vancouver. Participated in all classes, including but not limited to communications, history of design, art history, life drawing, illustration for design, painting with water colours, acrylics, oils, gouache, typography, photography, packaging, print production, computer design and more.

Purchased first computer, an Apple 8200 PPC, and began to learn advanced Photoshop and Illustrator techniques for print and eventually web design and HTML.

## **References**

Available upon request.