



April '09 - Present

Chad Lethbridge

London, U.K.

Branding/Design/Identity

Design agency specialising in branding/identity, communication graphics, package design, illustration and advertising.

Art Director/Graphic Designer

Focusing on my experience in corporate branding and communication graphics I work with like-minded companies in industries that align my personal interests with my experience.

My work spans from designing, resourcing and directing creatives, client services and pitch proposals to researching potential markets and networking.

I collaborate with a wide range of local and international creatives which produces hugely rewarding results for both us and our clients.

+44 (0)7717 558 442

www.chadlethbridge.com

November '05 - April '09

INVOLVE

London, U.K.

Branding/Design/Identity

National award-winning internal corporate change programmes and events agency specialising in employee involvement.

Art Director

Directed a team of up to 5 designers creating digital and printed programme and event branding, communication toolkits as well as pitch concept and design.

Directed the corporate rebrand of the agency involving approval of 6 board members. Elements included logo, typeface family, brand guidelines, website, adverts, brochures, stationery, signage, sales tools, business products and templates.

Contact: Jeremy Starling
Managing Director

+44 (0)20 7720 0105

www.involve.co.uk

December '03 - September '05

Partners In Learning Programs, Inc.

San Diego, California U.S.A.

Branding/Design

Award-winning creative marketing agency specialising in education and sports communication programmes for over 85,000 schools and organisations across North America.

Art Director/Production Manager

Directed a team of 3 designers creating print and online promotional material and advertising as well as working on developing new potential markets.

Managed production of 75-150 communication products such as banners and apparel daily.

Developed and implemented a process that would cut production time of standard products by 50% and ensure a more consistent final product.

Contact: Tom Sharrit
President

+1 619 407 4744

www.schoolbanners.net

October '02 - October '03

United Power Packaging

Beijing, CHINA

Packaging/Design/Identity

Consumer packaging and design agency servicing a wide range of International and local Asian clients.

Creative Director

Primary role was to launch the design division of an established packaging company.

Recruited design team of 4 and put processes in place.

Directed the design team to create the corporate identity and advertising for the new division of UPP including adverts, catalogues and the website.

Liaised directly with clients and worked with the marketing, sales and design teams to create the perfect product idea for a wide range of clients.

Contact: Daniel Wang
General Manager

+86 010 656 72669

www.uppack.com

July '97 - October '02

NEBS Business Products

Midland, Ontario CANADA

Advertising/Design

Market leader specialising in personalised and branded business products and services for over 200,000 Canadian businesses.

Graphic Designer, Advertising

Creative on advertising materials such as catalogues, booklets, flyers, e-mail promotions and corporate website.

Directed photo shoots for product and clothing catalogues.

Contact: Jim Ogilvie Advertising
Manager

+1 705 526 4233

www.nebs.ca

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Clients

Astrazeneca	Lombard
AXA	Mars
AT&T	Mundi Pharma
Aviva	MSD
Barclays	NEBS
Beijing Grain Group	NHS
Black Tooth Grin	Northern Rock
Coors	Nike
Cyclepath	ONLY
The Clabile Trust	Partners In Learning
California Interscholastic Federation	The People's Boat
Department of Health, UK	San Diego Padres
Department of Education, USA	City of San Diego
EDF Energy	RBS
Eon	Red Bull
ESPRIT	Roche
Focus DIY	Ruby-lo
HM Revenue & Customs	Skadden Arps
ING	SPOT Records
Gatwick Airport	Susan G. Komen for the Cure
GSK	Thirteen Skateboards
GE	T-Mobile
INVOLVE	TNS
Interserve	UK Trade & Investment
Jack & Jones	Vero Moda
Lifetouch	The Vision Charity
Liverpool Victoria	Young Presidents Organisation

"Chad is an invaluable asset to any marketing and communications department and I highly recommend hiring him. He is a professional of the highest caliber."
 Tom Sharrit
 President
 Partners In Learning Programs, Inc.

"Chad was a winner of our 'Radiating Positive Energy' values award and I would have no hesitation in recommending him to any employer."
 Kay Purdie
 Head of Operations
 INVOLVE

"Chad is an extremely hard working employee who is still held in great respect by all members of this company and we were all sorry to lose him."
 Jim Ogilvie
 Advertising Manager
 NEBS

"Look at this score from our team feedback on the re-brand. One of the highest averages we've ever achieved in over 11 years!
 How many teams get this kind of universal approval?"
 (Average response: 9.4)
 Jeremy Starling
 Managing Director
 INVOLVE

"I've never seen a company-wide response to a re-brand in the 9's before."
 Ralph Ardill
 Founder
 Brand Experience Consultancy

"WOW bloody WOW!
 You are brilliant...
 EXACTLY what I was after.
 Thanks a million!"
 Alex Alley
 Skipper and Founder
 The People's Boat

"Chad is an easy graphic designer to work with among many who aren't! He is personable, polite and friendly and his work is fresh - original, clean and inspiring."
 Paula Reid
 Co-Founder
 The Hive Collective
 Owner / Director
 Velocity Made Good

"Chad did some amazing design work for my new company. I loved the work and whole-heartedly can recommend his design talents and knowledge to anyone. I look forward to the next opportunity when we can use his talents!"
 Faye Abraham
 Founder
 The Show Register