

FELIX PROCTOR

felixproctor.co.uk

hello@felixproctor.co.uk

Linkedin: /felixproctor

London based

KEY SKILLS

- Creative Concept Development
- Hand Sketching
- Technical Drawing
- 3D Rendering and Visualisation
- Design for VR & AR
- Pitch Development
- Client Liaison
- Translating Concepts to Solutions
- Defining Technical Specifications
- Brand Development
- Designing for Luxury Goods
- Multimedia and Lighting Design
- Spatial and Experiential Design

TECHNICAL SKILLS

3D and Rendering Software

Vectorworks (BIM Level 2 compliant), Cinema 4D, SolidWorks, Corona Renderer, Octane Render, Autodesk 3ds Max, V-Ray, Autodesk AutoCAD, SketchUp, KeyShot and Rhinoceros 3D

2D Software

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects); AutoCAD, CNC Programming, HTML5 and CSS; Microsoft Office (PowerPoint, Word and Excel)

EDUCATIONAL QUALIFICATIONS

BA (Hons) 2:1 in Fine Art Sculpture, Brighton University, UK (2010-13)

BTEC Foundation Diploma Art & Design (with Distinction), University of Cumbria, Carlisle, UK (2009-10)

A-levels: Fine Art, Photography, History, Caldew School, Dalston, Carlisle (2007 - 2009)

ABOUT ME

I am a senior 3D designer with a passion for engaging and immersing people within 3D environments, whether physical branded interiors or in online virtual spaces. I am fascinated by the way people interact with an environment and strive to find new ways to create meaningful, exciting and engaging experiences. Having worked extensively on bespoke brand activations, events and retail spaces from concept through to final implementation, I have recently begun exploring 3D design within virtual environments. I think that the limitless possibilities offered by the digital environment is incredibly exciting, particularly linking physical and virtual spaces through motion graphics and VR or AR activations.

I have a collaborative approach to design and enjoy working closely with clients and design teams to find the best solutions to the brief. Most recently I have been working with Wunderman and Thompson as part of their experiential design team, designing a series of brand environments and events for various global clients.

PROFESSIONAL EXPERIENCE

Current role

Freelance Designer (2013 - Present)

Design agencies include:

Wunderman Thompson, Circle Square, Live Area PFS, Pixel Artworks, Dandelion + Burdock, FDDS (Florian Dussopt Design Studio), Glock, L'Atelier Five, Made London, Set Creative (WPP), Ideals for Doing, Something More Near and Zest Design.

Clients include:

Allianz, Bombay Sapphire, Burberry, Pernod Ricard, Dewar's, Diageo, Facebook, Google, Seiko and Lamborghini.

Previous roles

Lead Designer at Christopher Jenner (2018)

Mid-weight Designer at Zone Creations (2016)

Junior Designer at Ordinary Ltd (2015)

AREAS OF EXPERTISE

Experiential & Event Design

- Worked within the Experiential department creating designs for various events and brand activations for global clients. (**Wunderman Thompson**)
- Created campaign visuals for UK Jewish Film Festival 2020. Using Cinema 4D with Octane, I created a 3D motion graphic of a rippling, moving surface that would reflect the spectrum of filmmakers and audiences at the festival. As an online event, the motion graphics could work in conjunction with footage and stills from the films to create an engaging campaign. (**Creative Interpartners**)
- Working on the launch of Fanaply, an online trading card platform, by creating realistic 3D digital cards for users to interact and trade online, with the aim of creating AR interactions as the brand moved forward, as well as creating a dynamic 3d animated product video to launch the brand. (**Ideals for Doing**)

EXHIBITIONS

2015 Shanghai Design, China

The show was attended by 60,000 visitors and allowed me to launch my brand and exhibit my collection in China. Outside of furniture design, it gave me a wealth of experience in project management, exhibition design, client management, coordinating and liaising with manufacturers, organising export shipping/customs, leasing with shipping companies, creating a successful crowdfunding campaign and generating promotional materials.

2014 Clerkenwell Design, London

As a major event showcasing leading UK and overseas design, I exhibited a range of products made in concrete such as pendant lights, a desk lamp and bowls. This led to my work being recognised by the organisers and being granted a bursary towards exhibiting at Shanghai Design the following year.

2013 East London Design Show

2013 HandMade In Britain 13, London

- Working with Pixel Artworks to create concepts for the Monte Carlo Gala for the ocean. The event included the creation of immersive entrance, an interactive light show that used physical triggers to produce an engaging experience for their guests. [\(Pixel Artworks\)](#)
- Created concepts for the International Swimming League stage design. Building on the success of last year's event, the client wanted an even bolder design which integrated multiple LED screens, to create a dynamic and captivating space. [\(Pixel Artworks\)](#)
- Worked with developers to create a VR online art gallery. My role included designing a series of gallery spaces, creating a 3D model and pitch ready renders and animated the full VR environment. [\(PFS Live Area\)](#)
- Worked on the set design for a live stage show produced by a major film brand. I created an optimised 3D model of a multi layered stage for projection mapping [\(Dandelion + Burdock\)](#)
- Created pitch ready designs for a branded event for Allianz in Milan, Italy [\(Something More Near\)](#)
- Generated pitch concepts for the annual awards event for Lamborghini, comprising of a stadium venue with 4000 guests and included many large branded areas and a stage design. [\(Zest Design\)](#)
- Designed 3D Visuals for a dynamic animated experiential event that was projection mapped onto a life size stage, delivering an immersive experience for a high profile client. Worked with animators, stage crew and film company to create a highly detailed full scale cafe scene and multi-layered stage design. [\(Dandelion + Burdock\)](#)
- Produced set design for BuzzFeed x Facebook 2017 Live General Election Coverage [\(Made Design\)](#).
- Designed a two metre Connect 4 game for Google Campus, London to create a more communal environment in their co-working Space [\(Made Design\)](#).

Retail & Hospitality Design

- Designed multiple engaging branded displays for Diageo products to appeal to global travellers in airport retail spaces, within the constraints of strict airport specifications [\(Circle Square\)](#)
- Contributed to creation of high-quality visual pitch concepts for a pop-up retail activation for luxury men's watches [\(L'Atelier Five\)](#)
- Worked with design team to create high quality 3D visuals for a number of bespoke events and travel retail stands for leading spirits brands. [\(Glock\)](#)

Furniture & Lighting

- Worked on interior spaces the jewellery company Marli of New York for their retail interiors in the UAE, facilitating construction and design of bespoke interior lighting, furniture and fixtures. Work included negotiating manufacture of designs with suppliers worldwide [\(Christopher Jenner\)](#).
- Lead designer for an original table made from Cumbrian slate, from initial drawing through to technical design, creating professional quality visualisations, sourcing manufacturers, and costing and pricing. [\(Christopher Jenner\)](#)
- I designed my own ranges of furniture and lighting which were exhibited at leading design shows such as Clerkenwell Design and Shanghai Design. I've produced bespoke interior furniture pieces, and my "HEX" LED light design was adopted for sale by [MADE.com](#).