



[catkempsell.com](http://catkempsell.com)



## ABOUT ME

I am a Scottish born award winning creative who has travelled my way down England stopping to work within design agencies in Manchester, Birmingham, Worcester finally stopping in London. I am currently creative group head at Live & Breathe and specialise in the concept, design and production of engaging on and offline experiences.

## CONTACT

catkempsell.com  
c.kempsell@gmail.com  
07966 317 503

## EDUCATION

BACHELOR OF DESIGN  
Edinburgh Napier University

NCFE INTERACTIVE MEDIA  
Manchester College

### 2016 - NOW **CREATIVE GROUP HEAD** Live & Breathe

Currently I have the pleasure of leading a team of 9 creatives running United Biscuits briefs that come into the studio. Most recently being the creative lead for happy eggs recent ATL Chain of Happiness campaign.

### 2015 - 2016 **SENIOR ART DIRECTOR / DESIGNER** Live & Breathe

Working directly under the CD and ECD at Live & Breathe I work across all clients and pitches. My responsibilities are to ace the conceptual and digital briefs that come into the studio.

**CLIENT BASE:** United Biscuits, happy egg co. Peroni Nastro Azzurro, Bacardi, Bombay Sapphire, Wyevale Garden Centres,

### 2011 - 2015 **CREATIVE LEAD** Mesh Marketing

Lead creative at Mesh, designing and over-seeing all digital work that comes through the studio. Including: promotional websites, Facebook content and apps, winning the MAA 'The Best' award for best social media led campaign with Hubba Bubba.

**CLIENT BASE:** M&M's, Skittles, Hubba Bubba, Extra, Lurpak, Nurofen, L'Oreal, Mars

### 2009 - 2011 **UI & GRAPHIC DESIGNER** Net Media Planet

Design of affiliate marketing sites. This required a full understanding of UX

### 2009 - 2009 **CREATIVE WEB DESIGNER** Phase 8 Studio/Namesco Ltd

E-commerce and CMS-based websites working alongside a skilled development team

### 2006 - 2009 **LEAD DESIGNER** Wyndham-Leigh

creative development and production of all print and multimedia projects.

### 2005 - 2006 **GRAPHIC & PACKAGING DESIGNER** Pama & Co Ltd

Advertising campaigns, packaging, brochures & POS