

## VINCENT McEVoy

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Since 2003 I have worked on graphics, press campaigns, direct mail, websites and POS design. I have a record for results-based creativity, and have won awards for clients, including Fedrigoni, Levers, American Express, Guinness and Andy Warhol.

A contributing lecturer at Birmingham City University and UCA, I enjoy working with graphic communication students. Public Art featured across the UK: The Big Egg Hunt Faberge 2012 and Lindt 2013 with 100 of the world leading artists. I Exhibition curator David Bowie 5 Years. Mixed media Screen prints and editions.

### RECENT POSITIONS OF RESPONSIBILITY

- 2003-2021 **Independent Art Director/ Print Maker Outdoor Art / Gallerist**  
Direct mail and press campaigns, accounts including Free Tibet, Mind, Battersea Dogs Home, Italian Cultural Institute London; Guest lecturer in Visual Comms: Birmingham City University.UCA Kent: Edition Printmaker,Exhibition curator 2021: David Bowie 5 Years. Lilford Gallery. Hyper Gallery Henley. Ely Haddenham Arts.
- 1999-2003 **Head of Art, MWL**  
Direct mail and press campaigns, accounts including Unilever, Philips, Nikon
- 1997-1999 **Head of Art, Rapp Collins**  
Direct mail and press campaigns, accounts including Legal & General, Marks & Spencer.
- 1995-1997 **Art Director, CCHM**  
Direct mail and press campaigns, accounts including M&G Investments, Killick & Co, AIG; client catalogues and annual reports
- 1993-1995 **Advertising & Graphic Design Tutor, West Thames College**  
Course director and Higher National Diploma tutor,responsible for print production, promoting the course and securing sponsorship
- 1990-1993 **Art Director, Bassat Ogilvy & Mather (Madrid)**  
Creative director, accounts including Ford España, Guinness, Philip1984-1990 **Art Director, Ogilvy & Mather (London)**  
Press campaigns and TV commercials, accounts including American Express, Guinness, Polaroid, Compaq Computers, Abbey National, Olivetti

### PUBLICATIONS, AWARDS & NOMINATIONS

- 2009 *Words into Pictures* by Bob Gill (Images Publishing Group, Australia); album design: Eric Clapton, *461 Ocean Boulevard*
- 2003 *Rewind: Forty Years of Design & Advertising* by Jeremy Myerson & Graham Vickers (Phaidon, London); album design: Eric Clapton, *461 Ocean Boulevard* Roger Daltrey, *Ride a Rock Horse*
- Recent awards & nominations:
- 1999 Direct Mail Association Jif/Levers
- 2003 Financial Times/Open Ad: Worlds toughest briefs
- 2002 Victoria & Albert Museum *Rewind: 40 years of D & AD*
- 2012 Faberge Big Egg Hunt 'My Generation' Giant egg
- 2013 Lindt Big Egg Hunt 'Beatles Bubble Gum' Giant egg
- 2019 Fabriano Fine Papers 365 Exhibition London
- 2021 Hypergallery Five Years David Bowie exhibition

### EDUCATION & DEVELOPMENT

- 2003 City of London**  
Photoshop basic. U1 level (CATS credits 20)
- 1972 Oxford Polytechnic**  
Fellowship Graphic Design Teaching and research  
Graphic symbols & non verbal communication
- 1968-71 Liverpool College of Art**  
Graphic Design
- Awards & nominations:
- 1994 Graphis Ephemera Annual.
- 1992 New York Art Directors Club Warhol/Makos Book design.
- 1992-9 Design & Art Direction Judge