

Clayton Needham

Art Director & Designer

Award winning digital art director and designer, ranked art director of the year by B&W report in 2018. Holding over 50+ awards and currently working for TBWA Dubai for the past 5 years for clients such as Louvre, KFC, and Nissan.

Experience

TBWA\RAAD

2014 — Present

- Leading 360 digital campaigns
- Mentoring and guiding junior digital teams
- DOC campaign ideation and execution
- Leading creative of winning pitches
- UI/UX lead on digital campaign components
- Conceptualizing campaign ideas

TRIBAL DDB

2013 — 2014

- Ideated and executed of digital banners
- UI design on various digital projects
- Art direction & design for social assets
- Working alongside UX teams
- Design for microsites

PROXIMITY BBDO

2012 — 2013

- UX/UI art direction and design of various projects
- Design of integrated campaigns
- EDM, banner design production
- Designing creative for pitches

SID LEE

2011 — 2012

- Design and art direction for social campaigns
- UX/UI for various websites
- Ideated and executed of digital banners
- Helping on pitches

TRIANGLES AGENCY

2010 — 2011

- Lead UI/UX creative
- Mentoring and guiding junior designers
- Creative lead on digital campaigns
- Creative lead on brand identities
- Illustration and ideation for various projects

HOUSE & HOME MAGAZINE

2008— 2009

- Design caretaker of House & Homes website
- UX/UI lead on digital products
- Ideated and executed of digital campaigns
- Working closely with developers
- Basic front end programming for site updates

BATA

2007— 2008

- Design for digital and tradition promotions
- Design for banner and website updates
- Photography for Athlete's World products
- Animation for online banners

Short Term Contracts

Secert Location - 2013

Astral Media - 2012

Grand Creative - 2011

Overdrive Design - 2010

Media Platforms - 2009

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Awards

Cannes Lions

D&AD

London Festival

One Show

Webby Awards

Dubai Lynx

Lories

Mena Effies

Global Crystal

Mena Crystal

Disruption Awards

Dubai Media Festival

Press

Adweek

Ads Of The World

CNN

Contagious

Campaign

Lonely Plant

BBC

Artforum

Condé Nast Traveler

Fast Company

Advertising Age

Wired

Ranked Art Director of the year by B&W report in 2018.

Major contribution to making TBWA\RAAD the 1st agency and network in 2018.

Education

Seneca College

School of Communication Arts

Diploma, Graphic Design (Hons)

2002 - 2006

H.B. Beal

Fine Art Program

1999 - 2001