

## Hi!

I am an Art Director/Graphic Designer, currently working as Lead Designer at TMW Unlimited (Part of Accenture Song).

I am a multidisciplinary, conceptually driven, creative who always tries to incorporate new technology and processes into my work, while pushing the brand forward to exceed their KPIs through innovative work.

I have more than 12 years of experience as an art director and designer of conceptual, digital campaigns that have been recognised by a number of international awards.

To see what I can do please visit:  
[www.jamesatkins.work](http://www.jamesatkins.work)

## Experience

- Lead Designer**  
TMW Unlimited, London  
2025 – Present
- Senior Designer**  
TMW Unlimited, London  
2023 – 2025
- Digital Designer**  
TMW Unlimited, London  
2018 – 2023
- Senior Art Director**  
Utopia, Cape Town  
2016 - 2018
- Art Director/Designer**  
Utopia, Cape Town  
2013 - 2016
- Intern**  
KingJames, Cape Town  
2012

## Education






Vega School Cape Town  
Bachelor of Arts in Creative Brand Communications  
(Specialising in Visual Communications)  
2010 - 2012

## What I bring




- Highly conceptual and solutions driven
- Flexible and diverse technical skillset
- Excellent attention to detail
- Creative leadership
- Collaborative thinking
- Strong presentation skills
- Proactive and always pushing the brief

## Software Proficiency

### Adobe CC Suite

-  Photoshop
-  Illustrator
-  InDesign
-  AfterEffects
-  Aero

### 3d Softwares

-  Substance Suite
-  Blender
-  Cinema4D












### UX/UI Prototyping

-  Figma
-  Sketch

### Presentation Tools

-  Microsoft Powerpoint
-  Google Slides

## Recognition

-  **2** D&AD Pencils
-  **1** Clio Finalist
-  **1** Lürzer's Archive Feature
-  **4** New York Festivals Finalists
-  **2** DMA Silvers
-  **3** Creativepool Annual Features
-  **1** Loerie Gold
-  **1** Loerie Silver
-  **2** Loerie Bronzes
-  **2** IAB Bookmark Gold
-  **4** IAB Bookmark Silver

## Agency Specific

- Loeries Small Agency of the Year (Utopia)
- Campaign Agency of the Year Silver (TMW)
- The Drum Agency of the Year (TMW)

## References

Lorena Teruel (Design Director)  
TMW Unlimited (Part of Accenture Song)  
Available on request

Graham Warsop (Chairman/Founder)  
The Jupiter Drawing Room, Utopia  
Available on request

# James Atkins

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## WORK EXPERIENCE

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**TMW Unlimited (Part of Accenture Song)** (*London, UK*)

**Oct. 2018 – Present**

*Lead Designer*

*June 2025 – Present*

- As Lead Designer, I oversee and creatively review a team of designers.
  - Provide creative direction and develop integrated creative concepts for brands (Vodafone, Barratt Homes, Voxi Mobile etc.)
  - Offer guidance, scope and plan briefs to provide overall creative strategy before it is briefed into the creative team.
  - Oversee and mentor a team of creatives, providing guidance, support and inspiration.
- Create the overall brand aesthetic and maintain brand consistency.
  - Act as a visual “brand guardian” always trying to push the brand forward.
  - Ensure the highest standards of quality and execution in all creative deliverables.
- Champion innovation and craft.
  - Foster a culture of creativity, innovation and collaboration within the agency by creating proactive briefs and through setting a personal example.
  - Develop creative executions that are tailored to the unique characteristics of each channel.

*Senior Designer*

*Aug. 2023 – June 2025*

- As Senior Designer, I ensured the highest standards of quality and execution in all creative deliverables.
  - Created, designed and implemented a 3D design pipeline that completely changed how Vodafone approached visual styling.
  - Led creative brainstorming, conceptualised large scale digital campaigns and presented concepts to clients.
  - Developed creative that exceeded client KPIs leading to increased project scope and recognition by awards (DMAs, Creativepool.)

*Digital Designer*

*Oct. 2018 – Aug. 2023*

- As a Digital Designer, I delivered high quality and innovative work across many brands.
  - Demonstrated a fresh design perspective on large budget, premium brands (Coca-Cola, Vodafone, Absolut Vodka, Sony Bravia.)
  - Worked on multiple projects simultaneously with great time management skills.
  - Participated in successful pitches for new business.
  - Demonstrated a strong understanding on digital platforms and new media as well as learning new skills and technologies such as AR filters and 3D modelling.
  - Highly proficient in the Adobe CC suite and other creative softwares, including animation, prototyping and 3D.

**Utopia** (*Cape Town, South Africa*)

**Jan. 2013 – Feb. 2018**

*Senior Art Director*

*Jan. 2016 – Feb. 2018*

- As Senior Art Director, I developed and executed campaign “big ideas” using conceptual insights and strong visuals.
  - Developed many campaigns that exceeded KPIs, using a small budget.
- Championed innovation and craft.
  - Was recognised both internationally and locally in award shows (D&AD, New York Festivals, Loeries etc.)
  - As a result of this award recognition, Utopia was voted “#1 Small Agency of the Year” by The Loeries 2018.

*Art Director*

*Feb. 2013 – Jan. 2016*

- As Art Director, I was primarily focused on the craft and conceptualisation of “big ideas” for low budget/NGO brands.
  - Created innovative solutions that pushed the brief forwards and led to many stand-out campaigns using little to no budget, that were recognised locally and internationally in award shows.

## EDUCATION

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**Vega Cape Town** 2010-2012  
*Bachelor of Arts in Creative Brand Communications (Specialising in Visual Communications)*

**Bishops Diocesan College** 2005-2009

## SKILLS

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### Technical Skills

- Highly skilled creator in the entire Adobe Creative Cloud Suite (Photoshop, Illustrator, AfterEffects, InDesign etc.)
- Exceptional layout and typographical knowledge.
- Strong illustrative ability in a range of styles and can adapt existing artwork using a reference..
- Accomplished animator using both 2D and 3D pipelines.
- Over 10 years experience in 3D animation and modelling (Blender, Adobe Substance, Cinema4D.)
- Strong understanding of UI/UX design principles and prototyping (Figma, Sketch, Taxi.)
- Experience coding and implementing Augmented Reality Filters for Instagram and stand alone applications using Adobe Aero and Meta Spark.
- Have more than 15 years experience working with traditional media (print, direct mail, billboards, TVC etc.), digital media (web, social media, email etc.) and other media (Augmented Reality Filters, interactive campaigns, guerilla marketing etc.)
- Strong understanding of the technical requirements and restrictions of various digital media (including web design, responsive digital outdoor formats, social media and email campaigns.)
- Excellent presentation skills, selling ideas to internal teams and clients using Google Slides and Microsoft Powerpoint.
- A strong understanding of the uses and limitations of generative AI, trained in a certified Firefly course by Adobe.

### Personal Skills

- Incredibly solution driven individual, demonstrating a strong problem-solving focus and exceptional conceptual thinking, always trying to exceed the brief's objectives and apply client feedback.
- Highly proactive and constantly delivering multiple options to a creative challenge within a tight timeframe and for an array of budgets.
- Highly flexible technical skillset.
- Great time management skills and calmness under deadlines and pressure.
- Strong interpersonal and collaborative skills, "a team player" working across multiple departments and disciplines to reach the best solution for the brief.
- Excellent attention to detail and a varied visual taste taking inspiration from a wide array of sources.
- Strong "behind the scenes" organisational ability, delegation and management of individuals and creative teams with a collaborative focus.

## REFERENCES

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**Lorena Teruel**  
**Design Director**  
**TMW Unlimited (Part of Accenture Song)**

[Iteruel@tmwunlimited.com](mailto:Iteruel@tmwunlimited.com)

**Graham Warsop**  
**Ex-Chairman and Founder**  
**The Jupiter Drawing Room and Utopia**

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