

Jerome Abayasinghe



Clockwork Mouse Digital | www.clockworkmouse.com | (+44) 7788 258 134

Innovation Management, Concept Development, Digital Strategy, Creative Strategy, Digital Media, Social Media, Creative Direction, Content Strategy, Interactive Advertising, Animation, Corporate Branding, Client Presentation, Typography, Graphic Design, Multimedia, Graphics, Photography, Brochures, Art Direction, Branding & Identity, New Media, Adobe Creative Suite, 3D Modeling, Web Design, Social Media Marketing, Name Development, Computer Animation, Interactive Media, Digital Video, 3D visualization, Domain Names, Computer Graphics, Concept Generation, Flash Animation, CAD, 3D graphics, Web Development, Digital Illustration, Vector Illustration, FormZ, ActionScript, CMS, Publishing, Interaction Design, User Interface Design, Flash, User Experience, Premiere, Information Architecture, Client Liaison and more...

8 PAGES

2
8 PAGES2
8 PAGES2
8 PAGES2
8 PAGES2
8 PAGES2
8 PAGES2
8 PAGES2
8 PAGES2
8 PAGES2
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PURCHASE OF BESPOKE TOWER PC WITH TWIN MONITORS. 4GB RAM, 1GB HD.

SIBAC (London)

3rd Eye Promotions, SIBAC (New Brand), Kaleidoskopio, Manors Estate Agents, Crispins, Bleach Public Relations.

Maya, Quicktime, Photoshop, Freehand, Illustrator, Presentations with Macromedia's Flash.

I joined Surge Interactive as Creative Director and ran a team of project managers, creatives and programmers.

SURGE INTERACTIVE (NEW YORK)

Rockport Footwear, Con Edison, Red Cube, Playboy, Muhammad Ali Centre and Jose Cuervo...

Quicktime, Photoshop, Freehand, Illustrator, Streamline, Presentations with Macromedia's Flash.

I joined Landor Associates as Design Director for Interactive and Digital in New York and was instrumental in promoting awareness of how digital would transform their business model.

LANDOR ASSOCIATES (NEW YORK)

COMPAQ Digital Guidelines, Delta Airlines, Proctor & Gamble, Corning Glassware, Spherion, Nervewire, Sorceron, Young and Rubicam Annual Presentation, AmFAR - Technical Overseeing of Technology for American Foundation for AIDS Research and many others...

StrataVision 3D, Infini D, MiniCAD, CAD modelling, rendering and animation with Quicktime, Photoshop, Freehand, Illustrator, Streamline, Presentations with Macromedia's Director and Flash. I also produced client presentations with Microsoft's PowerPoint.

PURCHASE OF APPLE MACINTOSH LAPTOP WITH 4GB RAM, 40GB HD AND CD-ROM.

I joined Landor Associates as Design Director for Interactive and Digital in London and was instrumental in promoting awareness of how digital would transform their business model.

LANDOR ASSOCIATES (LONDON)

Arthur Anderson, Banco Portuguese Internacional, Shell, Nomura Bank.

StrataVision 3D, Infini D, MiniCAD, CAD modelling, rendering and animation with Quicktime, Photoshop. Presentations with Macromedia's Director and Flash, Freehand, Illustrator, Streamline, Fontographer.

PURCHASE OF APPLE MACINTOSH QUADRA 850. 128Mb RAM, 512 Mb HD, 17"AV MONITOR AND 24BIT GRAPHICS CARD AND 128Mb OPTICAL DISK DRIVE. £6,500.00. BESPOKE PC TOWER WITH A HIGH SPECIFICATION ALONGWITH HP LAPTOP PC.

ROTHMANS WILLIAMS RENAULT

Designed and programmed an interactive CD in Macromedia Director. This item was intended for sale as an annual release with the latest technology of CAD, design, illustration, animation and database with all the reports and images from the season.

I started looking for a backer. After having been refused by Bernie Ecclestone an approach was made to The Williams F1 Team. They baulked at the idea saying that the idea was a good one and that I should contact Rothmans of Pall Mall the title sponsor of the team.

Myself and Barbara Decher were instrumental in securing the contract as Rothmans established me as Creative Director, Editor and Technology Manager for the entire brief. The contract would run with Rothmans trusting me to head a team of seven personnel with the latest news and images appearing on the website which ran between 1996-1997.

The site was voted the best site on the subject of Formula One by the readership of Haymarket Publishing's AUTOSPORT magazine.

Please Note: The website address was advertised on the cars at the races at my suggestion and this was before Bernie Ecclestone owned www.f1.com...

Started applying knowledge

Macromedia Director and Lingo designing and programming first Formula One Interactive CD.

Adobe and Macromedia software.

FIRST PURCHASE OF APPLE MACINTOSH IICX.
16Mb RAM, 512 Mb HD, 13" MONITOR AND
24BIT GRAPHICS CARD AND 128Mb OPTICAL DISK
DRIVE. £6,500.00.

DENOVO

*World Books - 3D visualisation. Animated
Space Story.*

StrataVision 3D, Infini D, MiniCAD, CAD modelling, rendering and animation with
Quicktime, Photoshop.

SAMPSON TYRRELL

MACINTOSH IICX AND FLOPPY DISKS, BERNOULLI
REWRITABLE CARTRIDGES (44.5Mb)

Interior floor plans for bank.

LUXON CARRA

MACINTOSH IIFX AND FLOPPY DISKS, BERNOULLI
REWRITABLE CARTRIDGES (44.5Mb)

*Aer Lingus, Borealis, Isle of Wight Ferries,
Pearsons.*

CAD modelling and rendering, Photoshop, Illustrator, Freehand,
Quark XPress, MS Office.

Stuart Luxon and Vince Carra offer me a job to join them
as Electronic Media specialist.

LANDOR ASSOCIATES

MACINTOSH IIFX AND FLOPPY DISKS, BERNOULLI
REWRITABLE CARTRIDGES (44.5Mb).

*Chokaladovni, Air New Zealand, British
Airways, De Kuyper, Numerous layouts for
packaging and corporate guidelines.*

StrataVision 3D, Infini D, MiniCAD, Form Z, Quark Xpress, Freehand, Illustrator,
Formula One car model, Animation, Quicktime, MS Office.

Richard Ford and Kay Stout ask me to work for them as
Production Manager.

ADDISON

MACINTOSH IIFX AND FLOPPY DISKS, BERNOULLI
REWRITABLE CARTRIDGES (44.5Mb).

*Numerous layouts for corporate guidelines,
Gas Natural, Greek Bank - Eothnika Trapeza,
Typography, Presentations.*

VICTOR MASON DESIGN

MACINTOSH IIFX AND FLOPPY DISKS, BERNOULLI
REWRITABLE CARTRIDGES (44.5Mb).

Wickes pricing leaflets.

Layouts using Quark XPress, Freehand, MS Word and Scanner. Complete post-
production entirely in digital realm.

MAXIS and 20|20 Business Support

MACINTOSH IIFX AND FLOPPY DISKS, BERNOULLI
REWRITABLE CARTRIDGES (44.5Mb).

*Numerous software packages and presentations,
Design for both brands with print supervision,
Training in software, Attended numerous
conferences and exhibitions.*

Macromedia Director, Illustrator, Freehand, Quark XPress.

PERSONAL DEVELOPMENT

FIRST PURCHASE OF APPLE MACINTOSH IIFX. 8Mb
RAM, 210 Mb HD, 13" MONITOR AND 24BIT
GRAPHICS CARD, POSTSCRIPT LASER PRINTER AND
SCANNER. £12,500.00.

6
8 PAGES

FREELANCE CAREER BEGINS...

STRATA GROUP PLC

PC WITH WINDOWS 3.0 AND MACINTOSH IIFX
AND FLOPPY DISKS, APPLE LASER WRITER II AND
LINOTYPE POSTSCRIPT PRINTER.

*Typography, Japanese Airlines (JAL),
CLUTTONS - Estate Agents, British Telecom,
Converted Office to Electronic Media, Trainer
in software, Systems Manager, Linotype Bureau
Manager, Linotype and Adobe Type libraries*

*Photoshop, Freehand, Quark XPress, PageMaker, Image Studio, Illustrator,
Scanner, OCR.*



PC WITH WINDOWS 3.0.

Typography, Design, ExecuVision 8bit presentation system.

DELLOITTE, HASKINS + SELLS

PC WITH WINDOWS 3.0 AND MACINTOSH.

Typography, UNISYS, Numerous presentations both screen and print, INNOVATION - Major milestone report.

Lotus GraphWriter, Quark Xpress, plotters, slidewriter, liaising with suppliers of both print and presentations, supporting conference with logos and presentation materials.

COMMODORE AMIGA/PC WITH JANUS CARD,
MONITOR 2Mb RAM, 20Mb HD, FLOPPY DISKS,
FIRST DIGITISER USING BW CAMERA AND RGB
FILTERS. £2,000.00.

Typography, design, illustration, DeLuxe Paint, DigiPaint, DOS, PageMaker,
Ventura Publisher.

LONDON SOFTWARE STUDIO

PC WITH DOS, 8Mb RAM, 20Mb HD AND
FLOPPY DISKS.

*Numerous on screen presentations using bespoke
software program by LSS, Typography.*

Designing screen fonts, Learning DOS, Ventura Publisher.

ALLIED INTERNATIONAL DESIGNERS

QUANTEL PAINTBOX DESIGNER

*Numerous layouts for corporate guideline
manuals, British Telecom, Schering, Cerebos,
Allied Irish Bank, Typography, Presentations.*

ADDISON

*Numerous inclusions of layouts for Annual
Reports by high profile clients (primarily
financial organizations) Typography,
Presentations.*

PAINE OFFSET LITHOGRAPHY

*Numerous designs and layouts for clients.
Type specifications and typography.*

COMMODORE 64 WITH 64Kb OF RAM AND 5 1/4
FLOPPY DRIVE.

Numerous Games

APPLE IIe AND TEKTRONICS PLOTTER, SOME
PROGRAMMING AND COMPUTER GENERATED GRAPHICS
WHILST STUDYING FOR DEGREE IN SCIENTIFIC AND
TECHNICAL GRAPHICS.

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