

# ROD COUSINS CV

Hello, I'm an award winning Creative Director specialising in design, brand experience and live events. With a background in branding, design and photography, my skill set is diverse, benefiting clients who will see ambitious ideas brought to life with striking impact and exceptional attention to detail. As a leader, I am a driven and trusted guide who values personal relationships and team culture as a critical driver for creative success. On the ground, I am positive, agile, multi-skilled and solutions focused to deliver the best possible work with the team without compromise.

## DETAILS

Rodney John Cousins  
25 Hawthorn Close, Hampton  
Middlesex TW12 3JJ

1st September 1978  
Australian (UK Permanent Residency)  
Married + 2 beautiful girls

## INTERESTS

Photography, Travel, Music, Sports.

## DESIGN EXPERIENCE

20 years

## EDUCATION

Advanced Diploma of Arts  
Western Australian School of Art & Design

Double Major: Graphic Design  
and Advertising Design.  
Minor in Photography

## SKILLS

Creative Direction  
Art Direction  
Creative Concepts  
Brand Experience  
Branding & Design  
Digital and Social Content  
Live Events  
Photography  
Visualising & Retouching

## SOFTWARE

Indesign, Photoshop, Illustrator,  
MS Office Suite, Sketch

## WORK EXPERIENCE

### EGG DESIGN

Perth, Australia

#### JAN 1999 - FEB 2002

Designer

Prior to leaving Australia for the UK, I benefited from a solid grounding in the complete agency cycle within small design agencies, working independently and in close contact with clients, suppliers and printers from the brief to the final delivery.

Clients:

Gage Roads Brewery,  
Sons of Gwalia,  
Adultshop.com,  
Various Margaret River  
Wineries,  
Wood Group, Shell.

### THE BANK

London UK

#### MAY 2004 - JAN 2006

Senior Designer

A design, advertising and events agency. Roles as part of the creative team included creative concepts and art direction for advertising, rolling out to event design, brand guidelines and production

Clients:

Global ATL rebranding for Peroni, EasyJet and Disney Advertising and communication guidelines for HSBC.

### IGNITE

London UK

#### OCT 2006 - JUN 2013

Snr Designer  
/ Head of Design

A global marketing solutions agency specialising in experiential marketing, music & entertainment. My role was to lead the studio as it undertakes a variety of projects in design, experiential marketing and large music & entertainment events.

Clients:

Diageo, Nike, Sunglass Hut, Nespresso, The FA, NFL, Live Earth, EDF Energy, Vodafone, Nokia, NBA, New Era, Disney.

### WASSERMAN

London UK

#### JUN 2013 - DEC 2019

ACD / HOD then  
Creative Director

Promoted from ACD and Head of Design to Creative Director in May 2017, expanding my role overseeing all aspects of creative in the business through the brand experience and marketing services divisions - picking up Bacardi and BMW Agency of Records somewhere along the way.

Clients

Bacardi Group, BMW, HP, The ATP, Memphis Grizzlies, Qatar World Cup, Sky, F1, Audi.

## AWARDS AND HIGHLIGHTS

I've been lucky enough to be involved in some amazing projects with some inspiring teams over the years. These are a few highlights.

The Grand Journey for Bombay Sapphire, An immersive experience fusing art, food and culture, taking guests on a virtual journey through 10 virtual worlds inspired by the botanicals - picking up 14 industry awards.

10 years curating fan engagement and experiences for NFL fans in the UK.

10 years conceiving and creating the opening show and in game experience for the ATP World Tour Finals at the O2

Picking up a Silver Cannes Lion (PR) for turning the London Eye into a twitter powered moodometer that measured the 'Energy of the Nation' at London 2012 Olympics.

Creating the worlds first Multi Sensory Fireworks show for Vodafone at London NYE

Lighting up the Empire State Building with a fan powered light show for Verizon during NFL Super Bowl 48.

Award wins include Event awards, a Cannes Lion, BT Sport Awards, FMBE awards, several Eventia Awards, Sport Clios, and others.

## CONTACT DETAILS:

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