



www.rambunktion.org.uk | +44 [0] 7970 047 165

A strategic and original thinker who can visualise the big picture and deliver the detail. I fuse business and audience needs to create engaging branded experiences across media and technologies.

- Creative leadership
- User experience
- Visual & interface design
- Positioning/differentiating brands
- Storytelling & narrative
- Team development

Selected awards & competitions

- Channel 4 Four Docs winner, best documentary "A farewell to Highbury"
- www.hamleys.com, finalist London advertising awards, eCommerce.
- www.prioritytelecom.com, finalist London advertising awards.
- www.bt.com, Design effectiveness award and first place in Times Newspapers and the Interactive Media Research Group top 100 UK plc sites.

Research & teaching

World Cup 2010

Commissioned a global ethnographic study of multi-platform consumption of live sporting events in UK, USA, Germany, China, Japan, Africa and India. Partnered with Goldsmiths University Centre for Cultural Studies.

I want 2 TV, 2004

Ground breaking national study into early multi-platform adoption. I led the creative concept, original content and identity for an iTV and broadband series on HomeChoice VOD platform in connection with Goldsmiths University Centre for Cultural Studies.

Visiting Lecturer, '98 to '99

Workshops and lectures on the practical, technical and theoretical aspects of interactive design. Briefing projects and mentoring students at Central St. Martins School of Art and Design.

Experience

Creative Director - BBC, Since Sept '09

Head of brand, design and user experience for BBC Sport desktop, mobile and large-screen products. My responsibility includes strategy, planning, research and testing as well as directing editorial design.

Current/recent projects include:

- World Cup 2010: Concept and alignment with multiplatform strategy
- iPhone app: Product strategy and concept
- 2010 Winter Olympics: Concept and delivery of website incorporating bafta winning graphics.

Creative Lead / Art Director - Freelance, July '08 to Sept 09'

- BBC iPlayer: Managing and mentoring design and user experience teams using Agile processes on multi award winning product.
- Auto Windscreens: Art Direction of 'Chip' campaign
- Saint Digital [RKCRVY&R]: Art Direction government anti knife crime campaign

Creative Director - Complete, Feb '07 to July '08

Leading creative and user experience teams for retail specialist. I was responsible for delivering digital and integrated projects. Working across multiple clients and briefs, my role included initiating and developing concepts, ensuring on-brand communication and delivering engaging, user friendly experiences.

- T-Mobile: Strategic and tactical projects and campaigns
- Beko: Direction and strategy for corporate website design, marketing campaigns, brand and product photography.
- Currys: Concept and positioning of brand-supporting microsite
- National Rail Enquiries: Website and marketing campaigns

Creative Lead - Conchango [EMC], Aug '05 to Feb '07

Leading creative strategy, design and user experience teams. Led internal integration of Agile methodologies into the creative process.

- Daily Mail: Concept, positioning and delivery of 'Travel Mail' portal
- Microsoft: Concepts, user experience and visualisation of showcase applications for worldwide launch of Vista OS, with Financial Times, Associated Press and Virgin Galactic.
- HMV: Digital and instore brand positioning, website and campaigns

Art Director / Senior Creative - Freelance, May '04 to Aug '05

- Start Creative: Campaigns for Virgin Mobile. Websites for UpMyStreet.com and Tube Lines.
- AKQA: User Experience for Nike Run London, Freemans and Kaleidoscope
- DNA [Razorfish]: Websites for Debenhams, Sofa Workshop and World Vision.

Creative Director - Hildebrand, '00 to May '04

Built and developed digital proposition and team from scratch. Initiated internal programs to encourage creativity and to develop staff.

- VisitLondon.com: Positioning and concept for website and campaigns
- Chinawhite: Concept for ground breaking website
- Travelex: User experience and interface design for global currency exchange.

Senior Designer - Nucleus, '98 to '00

Leading design and development teams through projects and pitches.

- Cable & Wireless: Concept and art direction of iTV EPG
- Hamleys: User experience and campaigns for award-winning site
- Links of London: User experience design

Designer / Developer at

- **Razorfish, Addison, SAS - Freelance**, '98 to '98
- **Rufus Leonard**, '97 to '98
- **Red Kite New Media [Saatchi & Saatchi]**, '97 to '97



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Hobbies and interests

- Script writing and film making
- Playing guitar and piano
- Cycling, snowboarding, sailing and football

Online

Portfolio: www.rambunktion.org.uk

Blog: www.rambunktion.wordpress.com

Twitter: www.twitter.com/alex_osman

Linked in: www.linkedin.com/in/alexosman

Photography: www.flickr.com/photos/rambunktion

Ephemera: www.dropular.net/#user/rambunktion

Education

Central St. Martins School of Art & Design - MA, Communication Design, '01 to '02

My final dissertation, "Talent borrows, genius steals", compared the developing language of new media with that of film, theatre and contemporary art. Exploring its history, growth and potential. I detailed its heritage as a genre and the impact it has had on contemporary and traditional media.

Central St. Martins School of Art & Design - PGDip, Communication Design, '99 to '01

Investigating the widespread appropriation of visual metaphor in interface design, I created a series of interfaces based on the paradigm of 'audio kinesis'. For my final show I created an installation that eschewed traditional navigational metaphors and replaced them with aural ones. Users were presented with an interface that relied solely on aural cognition, which in response led them through a series of visual as well as aural narratives.

Artec Digital Arts Program - Diploma, '96 to '97

Design and theory for digital media including practical tuition in illustration, typesetting, 3D modeling and video techniques. For my final assessment I created an interactive CDROM about the history and pioneers of electronic music named after the Luigi Russolo Futurist manifesto 'The Art of Noise'.

Islington Sixth Form Centre - Diploma, Contemporary Music, '83 to '84

Islington Green School - O'Level Art, Music, Maths, English and History, '70 to '83

Musical career

Audio Engineer / Producer, '89 to '96

Recording, mixing, writing and producing music for companies including Sony, Talking Loud, EMI and Polydor and artists such as Galliano, Annie Lennox, Ruben Wilson, Mica Paris and Omar.

Director & Producer - Boogie Back Records Ltd, '93 to '95

Artist development and production, design of record sleeves, merchandising and promotions.

Musician - 'a riot of colour', '87 to '89

Highlights included playing CBGBs in New York and a John Peel session for BBC Radio 1.

Audio Engineer - ZTT Records & SARM Studios, '84 to '87

UK top-ten engineer working with artists including: Trevor Horn, Malcolm Maclaren, U2, Pet Shop Boys and George Michael.