



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
- Research & innovation
- Storytelling & imagination

#### Selected awards & competitions

- Channel 4 Four Docs winner, best documentary "A farewell to Highbury"
- Hamleys, finalist London advertising awards, eCommerce section.
- Priority Telecom, finalist London advertising awards
- BT, Design effectiveness award and first place in Times Newspapers and the Interactive Media Research Group top 100 UK plc sites.

#### Research & teaching

##### Global live events

Initiated and commissioned a global ethnographic study into multi-platform consumption of live sporting events on behalf of BBC. Following participants use of technology during World Cup 2010 we uncovered behavioural patterns and practices around content consumption and social media usage. Partnered with Goldsmiths University Centre for Cultural Studies.

##### Multi-platform content

Ground breaking national study into audience adoption and engagement with content delivered through IPTV and web based technologies. I created the concept and developed original content for a six-part mini series in conjunction with HomeChoice VOD and 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 FM&T, Since Nov '08

Leading UX and design teams on multi award winning products iPlayer and Sport. Responsibilities include directing strategy, planning, research and testing for desktop and mobile platforms, regularly attracting in access of 10 million weekly visitors. Recent projects include:

- World Cup website concept and alignment with TV marketing strategy
- Winter Olympics website incorporating BAFTA winning graphics
- Sport iPhone app: Product strategy, UI and concepts

##### Art Director - Yard Nine, July '08 to Nov '08'

Mixture of personal client work and creative consultancy for global agencies and organisations.

- Auto Windscreens 'Chip' campaign
- Government anti knife crime campaign with Saint Digital [RKCR/Y&R]
- Cityscape Connect: UX and interface design for social networking site

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

Leading creative and UX teams at multi-channel retail specialist. Working across multiple clients and briefs, my role included initiating and developing concepts, ensuring on-brand communication and delivering engaging, customer focused experiences. I initiated internal development of a UX toolkit of design focused processes, methodologies and principles.

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

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

Leading creative strategy, design and user experience teams through project cycles. I supported and developed integration and adoption of Agile and Scrum methodologies into the creative process.

- Daily Mail: Concept, positioning and delivery of 'Travel Mail' website
- Microsoft: Concepts and UX of showcase applications for global 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

- AKQA: UX design for Nike, Freemans and Kaleidoscope
- DNA [Razorfish]: Websites for Debenhams, Sofa Workshop and World Vision
- Start Creative: Campaigns for Virgin Mobile, websites for UpMyStreet and Tube Lines.

##### Creative Director - Hildebrand, '00 to May '04

Leading pitches, strategy and UX for integrated design agency. I developed the digital proposition and built the team, introducing internal programs to develop creativity and manage staff.

- Visit London: Positioning and concept for website and campaigns
- Chinawhite: Concept for ground breaking website
- Travelex: UX 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: UX and campaigns for award-winning retail site
- Links of London: UX and campaigns for ecommerce website

##### Freelance Designer / Developer

- 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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## Training

- Presentation skills with Shan Preddy
- BBC Leadership essentials
- BBC Creative facilitation
- BBC Storytelling foundation
- 16mm film making, City University
- Digital film making, City University

## Follow me online

Portfolio: [www.rambunktion.org.uk](http://www.rambunktion.org.uk)

Blog: [www.rambunktion.wordpress.com](http://www.rambunktion.wordpress.com)

Twitter: [www.twitter.com/alex\\_osman](http://www.twitter.com/alex_osman)

Linked in: [www.linkedin.com/in/alexosman](http://www.linkedin.com/in/alexosman)

Photography: [www.flickr.com/photos/rambunktion](http://www.flickr.com/photos/rambunktion)

Ephemera: [www.dropular.net/#user/rambunktion](http://www.dropular.net/#user/rambunktion)

## Hobbies and interests

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

## 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. Audiences 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 CD ROM about the history and pioneers of electronic music named after Luigi Russolo's 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, '77 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 McLaren, U2, Pet Shop Boys, Bros and George Michael.