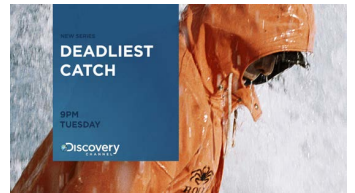
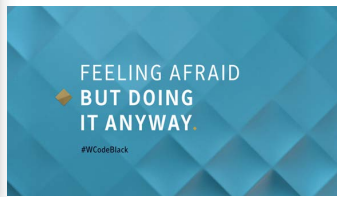
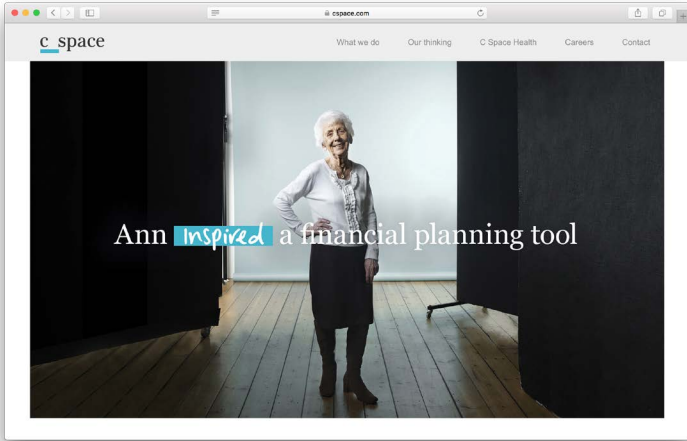


I'm a brand consultant and a psychotherapist. I work with brands and organisations (and the people inside them) to identify what and who they authentically are, then help to shape their behaviours accordingly, allowing them to communicate clearly and effectively.

I work flexibly; on large and small projects, sometimes alone and sometimes within a team. I coach, advise, generate ideas, define and articulate brand positionings and I write creative briefs. I sometimes remain on a project throughout the executional phase, directing creative teams or helping to maintain the established brand principals.



Curriculum Vitae

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As a child I'd obsessively 'draw' words, fascinated by the way meaning changed with form. Magical stuff for an eight year old. Later, my mum would go on, *'It isn't just the words you say – it's your tone, Tone.'* Much later, I followed up *that* communication lesson with a BA in Graphic Design. I was inspired by experimental film so I started animating and directing title sequences, then channel brands and commercials, before branching out to design, art direct and copywrite in various other sectors. From the beginning I found that listening to and understanding clients was a strength and as a result I always wanted to get the brief right before getting executorial. Now, I help bring clarity to brands as well as bring communications to life. I also practice as a psychotherapist, the training for which proved a priceless asset when working with and understanding people (as well as appreciating my mum's wisdom).

Chronology

Selected projects

2007 - 2016
Independent/Freelance
Brand Consultant
Creative Director
Writer

- W: channel rebrand for UKTV; creative strategy @*art&graft*
- C Space: rebrand; concept creation, design direction, copywriting.
- ITV: network rebrand; strategy, positioning, design direction @*itvcreative*.
- BBC Music: sub brand design for all music-related comms @*Karmarama*.
- Team Sky: track kit & brand architecture @*Antidote*.
- Discovery Channel (Europe & EMEA): on & off air rebrand.
- Five: rebrand; strategy & design @*DixonBaxi*.
- BBC Global News: brand creation & direction @*LambieNairn*.
- Recharge Your Design Batteries: co-author @*Rotovision*.

2006 - 2007
Kemistry
Creative Director

- NPO (Dutch National Broadcaster): 360° rebrand.
- NRK Nyheter (Norwegian national news): brand creation.
- Nat Geo Wild: on screen brand creation.
- Zone Media: on air network rebrand.

2004 - 2006
Michaelides & Bednash
Creative Lead

- Channel4: strategy & name creation for film season.
- Unilever: Europe-wide brand activation.
- New Look: campaign & activation, art direction & copywriting.

1999 - 2004
Freelance
Designer & Director

- Publieke Omroep (Dutch National Broadcaster): rebrand @*Kemistry*.
- Colors Magazine: art direction.
- Playstation: art direction with Graham Fink @*thefinktank*.
- Disney Channel UK: art direction & strategy for rebrand @*InRealLife*.

1997 - 1999
Brewers Productions
Designer & Director

- IC24: commercials director.
- VH1 UK: channel rebrand.
- The Times/Opel/Woolworths/Virgin: type & animation for TVC's.

1995 - 1997
Gnu Design
Designer & Director

- Nickelodeon: title sequence for Tecknick.
- Discovery Channel: title sequence for Extreme Machines.
- The Future Lasts a Long Time: title sequence for short film.

1991 - 1994
Central Saint Martin's
BA (Hons) Graphic Design

- Specialised in time-based work; films, animations, books.
- Wrote & made experimental books for degree show.
- Took over the heart of the Long Acre building with Super-8 installation – it formed part of a dissertation on myth and interactive entertainment.