



# JAMES BOYERS

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## ABOUT ME

Hello! I'm **JAMES BOYERS**.

I'm a Freelance Creative Director and co-founder of @We Are FIZZ, with over two decades of experience in the advertising and creative industries, designing and creating all manner of things across print, digital, social and film. During this time, I have built and led two studios from the ground up and maintained senior roles throughout my career.

My passion is 3D Product Advertising, Motion Graphics (GFX), and VFX to enhance commercial films and branded content.

I work with advertising agencies, TV and film studios and direct to client. I can work end-to-end from creative development through to final delivery or plug into a studio/production where I'm needed.

Outside of work, i'm a happily married father of four (yes - i'm mad) and when time allows I love outdoor pursuits including cross trail, mountaineering, camping and fishing, watching LFC and geeking-out on all things film, design and animation.

### Agency/Studio experience:

Uniform, The Chase, Dinosaur, IPOS, McCann, Ear To The Ground, Ideas Dept., APS, Epigram, McCann Health, Prism, Worldspan, QED Creative, Portfolio, AD-Hoc Films, Fishawack Health, GVC Creative.

### Industries include:

Retail, Sport, Food & Drink, Construction, Finance, Chemicals, Oil, Energy, Education, Travel, Public Sector, Finance, Cosmetics & eCommerce.

## EXPERIENCE

**WE ARE FIZZ** - October 2018 - Present

**Freelance Creative Director: Brand/Film/Motion GFX**

Responsible for producing creative content for a wide range of clients, both nationally and internationally across brand, print, online and film. Working with studios and direct to client. My general day-to-day is spent crafting 3D Product Visuals and animations to launch and promote products, although i'm still involved in 2D, design and editing branded content.

2018 - 2019 responsible for all video/animation output for Regatta Outdoors, including TV, OOH digital & YouTube pre-roll & social content.

**PORTFOLIO** - October 2015 - October 2018

**Senior Creative: Brand/Film/Motion GFX**

Creative lead for film and motion gfx working on projects with Timberland (UK & Europe), NEW ERA, NFL, Bolton Council, Marketplace Shopping Centre, Airvault, Rivington Distillery, Ultimate Outdoors and the British Red Cross. Creative lead behind the award winning launch campaign for New Era x MLB in Shinzo Paris.

Located in Wigan,  
Greater Manchester.

boyers@me.com  
07812 077442

## PORTFOLIO



Click or scan to view

## SOFTWARE



CINEMA 4D



octane render



UNREAL  
ENGINE



## KEY SKILLS/EXPERIENCE

Creative Vision, Concept, Strategy  
& Design  
Planning & Project Management  
Pitch Decks & Presentations  
Budget/Time Management  
Developing Creative Teams  
Leadership  
Brand Design & Development  
Graphic Design  
Artworking  
Retouching  
Video editing / grading  
Videography  
Motion Design 2D/3D  
3D Product Visualisation  
3D Product Animation

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**EDUCATION**

**Wigan & Leigh College**

HND Graphic Design 1997 - 1999

**St. John Rigby VI College**

Art Foundation 1996 - 1997

Art & Design 1994 - 1996

Design Technology 1995 - 1996

**St. Edmund Arrowsmith RC HS**

10x GCSE - Grade B - C

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**ACHIEVEMENTS**

**One Minute Briefs**

Winner of over 25 One Minute Briefs campaigns from the popular creative industries community.

**BNUCs Drone Pilot**

Fully qualified BNUCs qualified Pilot, licensed to operate UAV systems up to 20kg.

**PADI Openwater Scuba Diver**

Fully qualified PADI Certified Openwater Diver.

**SlateMan Triathlon - 2019**

Sprint Triathlon event in Llanberis, North Wales.

**3 Peaks Challenge - July '17**

Climb the 3 highest Mountains in England, Scotland and Wales, in 24 hours for charity.

**GMC Exporter of The Year - 2011**

Winner: Exporter of The Year for Greater Manchester Chamber of Commerce and Wigan Council, for winning and retaining business with clients in 5 overseas countries.

**Move to D'feet Walk - June '10**

5 mile sponsored walk to raise money for UK charity, Motor Neurone Disease.

**3 Peaks Challenge - July '09**

Climb the 3 highest Mountains in England, Scotland and Wales, in 24 hours.

**14 Peaks Challenge - June '08**

Complete 14 Mountains in 24 hrs in Snowdonia, North Wales to raise money for UK charity, HemiHelp.

**Apple Certified Technician**

Fully accredited Apple Server Technician.

**AEROVISION - 2011 - October 2017**

Founder/Drone Pilot/Creative Director

Responsible for planning and carrying out commercial aerial filming/ photography services using drones for TV/Film/Advertising projects for clients, ad agencies, TV and Film Production companies across the UK. Fully licensed and regulated by the CAA since 2011, with a fleet of drones capable of capturing 6K RAW film and hi-res imagery.

Commissions included: BBC, Land Rover UK, New Era, Berghaus, AD-Hoc Films, UNIFORM, AECOM, GM Transport, Highways Agency, Bolton Council, Logistics North, Peel Holdings and JD Sports.

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**UNIFORM - January 2013 - January 2014**

Senior Creative: Artwork/Retouching/CGI

Responsible for developing creative artwork to high standards for clients such as The FA, GDHA, Peel Holdings, NHS and Oxford Playhouse. Responsible for providing creative image retouching and working with the CGI team to develop high-end photographic imagery and concepts. Developing interactive digital publications for use on tablet and mobile devices. Developing in-depth brand identity guidelines.

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**CREATE - June 2005 - January 2014**

Creative Director/Founder

Winner GMC Business Awards

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**FOREST UK - Strategic Design Consultants - March 2011 - Sept 2017**

Freelance Creative

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**Komodo Media - May 2009**

Freelance Creative

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**JJB Sports plc - August 2002 - May 2005**

Senior Creative

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**Shearings Holiday plc - September 2000 - August 2002**

Design Studio Manager

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