

profile

Played a key role in some of the most thought provoking and creative projects of recent years. I'm a best selling science fiction author and an expert on Graphic Design, language and communication.

I see myself as a creative thinker, designer, art director and strategists with a passion for creating communication that ignites clients' visions and inspires their customers. Adept at working across print, interactive, advertising and wherever ideas travel.

skills & accomplishments

Worked extensively with David Bowie and his product development company Isolar, creating a huge range of artistic and commercially led material. Working in collaboration, produced award-winning print (Outside, Earthling and Bowieart) – conceptualised multi-faceted characters, interactive environments and interfaces alongside experimental methods of storytelling. These projects have reached an audience of literally millions of people around the world, and have been widely credited as introducing highly original and dynamic methods of presenting images, typography, narrative, film and music.

As a design specialist, worked for some of the world's most prominent international corporations, organising product development and on-line strategies for Pearsons and EMI. Other major projects include designing and art directing giant stage graphics for U2 and print and corporate branding projects for Sony, Virgin Entertainment and Virgin Atlantic.

As well as being an internationally exhibited graphic designer, acrylic paintings and prints have been included in shows at the Museum of Modern Art (New York), The Tate Modern (London) and the Pompidou Centre (Paris). Private Collections include Saatchi, Bowie, the Sony collection, Yoko Ono and Steven Spielberg.

Originally studying Fine Art at Goldsmiths College. Went on to study Graphic Design and Media at the London Institute LCP obtaining a first class honours degree. After graduating in 1987, spent three and a half years working for some of London's leading design and advertising agencies. Established a reputation for experimenting with language, typography and image to producing work for clients such as Levi's and Toshiba.

In 1991, formed design and media agency 'Denovo', specialising in high quality print, film and multimedia. Over the next four years, art directed sequences for MTV, designed a myriad of projects for Sony and Virgin Entertainment, and directed promos for U2 and The Ministry of Sound. In 1996, Working with David Bowie and Brian Eno - in association with Apple computers - conceptualised and designed the world's first commercially used role-playing interface based on Bowie's 'Nathan Adler Diaries'. Later went on to use this knowledge to produce the very first interactive graphic novel called Zarnac, which sold as a stand-alone product in both America and Japan.

skills & accomplishments cont

By 1998, Denovo had grown to a company with an annual turnover of over £1 million. And it was at this stage, whilst working for Pearsons as a client, that a successful merger was negotiated with Pearsons New Entertainment (PNE). With the backing of Pearsons it was possible to start developing products on a commercial basis, and this led to the successful SFX-CD and the much acclaimed knowledgebox Digital Learning products.

In 2000, left Denovo and devoted time to travelling. Journeyed across South America, India, Nepal and eventually across the Himalayas and into Tibet. On this journey, began the process of writing a successful novel. The subsequent book called 'The Seed' has gone on to become a science fiction best-seller and has to date been translated into Japanese, Russian, and recently Spanish. In 2004, The Seed was short listed for the Phillip K Dick sci-fi award for innovation.

Upon returning from travelling, trained with Richard Bandler the pioneering creator of NLP (neuro linguistic programming) and qualified to the level of NLP master practitioner and advanced business practitioner. This has played a crucial role in further developing abilities to successfully manage teams on high-level design projects. Have successfully employed these communication and problem-solving skills to help teams gain greater clarity and purpose whilst working for Virgin Atlantic and Columbia TriStar.

Over the last two years devised creative training programs and workshops for organisations such as WPP, D&AD and British Telecom. To date have lectured on a whole range of subjects including Design, Language and Narrative construction, and interactive media in Europe, America and Japan. I'm the only person to sit on four different judging panels for the D&AD awards: Print design, interactive media, music promos and illustration.

Most recent projects have seen a return to the core elements of graphic design and brand development, art directing DVD educational products for Columbia TriStar, and working for Sony to create an entire graphic brand for a new generation of business communication devices known as Syntax.

interests include:

Performing live music as a drummer, percussionist and didgeridoo player, cosmology, personal development, yoga and meditation, distance running, mixing and recording, researching new technologies, studying sacred geometry and architecture, cooking and nutrition.

www.joycatcher.com

dd@joycatcher.com

+44 207 431 6252