

CHRIS HALLIWELL

CREATIVE TECHNICAL DIRECTOR

DETAILS

ADDRESS

Crouch End, London

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LINKS

[LinkedIn](#)

SKILLS

Creative Leadership & Collaboration

Prototyping & Technical Documentation

Communication & Mentoring

Agile Product Development

React & Javascript Development

Full Stack Development

Creative Automation

Dynamic Production

Dynamic Creative Optimization (DCO)

Motion Graphics & Interactive Media

Rich Media Development

Performance Analytics

Brand Guardianship

PROFILE

As a creative technologist with nearly 20 years of experience, I blend technical expertise, creative vision, and leadership to make creative production smarter and more efficient. With a background in front-end development, motion design, automation, and full-stack solutions, I optimise the entire process from client brief and strategy to dynamic creative build and delivery.

For the past 8 years, I have specialised in modular creative, leveraging automation and data-driven tools to maximise campaign reach and efficiency. I am involved throughout, from defining strategy to building and delivering the final creatives. I enjoy diving into the technical details, troubleshooting issues, and implementing practical solutions. Whether automating tasks, debugging code, or refining content for better performance, I stay hands-on at every stage.

I collaborate closely with both in-house and offshore teams, bridging the gap between clients, accounts, developers, and creatives. I take clients and colleagues on a journey through processes that are often new to them, ensuring solutions are clear and easy to understand.

EMPLOYMENT HISTORY

Creative Technical Director, Prodigious

London

Dec 2023 — Present

In my current role, I lead the transformation of creative campaigns into scalable, modular structures, informed by audience insights to optimise impact and efficiency. Collaborating with senior leadership and multidisciplinary teams, I ensure that all outputs meet both client objectives and internal performance goals.

- **Leadership & Strategy:** Directed the development and implementation of award-winning campaigns, exceeding performance benchmarks by 300%.
- **Technical Innovation:** Designed and implemented dynamic creative solutions using **React** and **AE Expressions**, enabling the seamless delivery of high-impact creative content.
- **Collaboration:** Partnered with cross-functional teams to deliver effective creative solutions for global brands, leveraging automation to streamline workflows.
- **Data-Driven Insights:** Used audience-level insights and performance metrics to refine creative strategies, ensuring relevance and resonance with target demographics.
- **Team Development:** Trained international teams on advanced creative tools and workflows, fostering skill development and seamless transitions.
- **Prototyping & Development:** Built prototypes to test and iterate on modular creative concepts, ensuring quality and scalability before full-scale deployment.
- **Process Optimisation:** Streamlined production workflows by implementing automated systems, reducing delivery timelines and increasing consistency across campaigns.

HOBBIES

Listening to science and technology podcasts to stay updated on the latest innovations and tech products. I'm especially drawn to technology that combines performance, features, and beautiful design.

Travelling around Europe with my two dogs whenever I can, revisiting the ever-changing street art and unique design cultures of different cities.

On the weekends I can be found riding around the countryside on my electric unicycle.

Lead Creative Developer, Saatchi & Saatchi

London

May 2018 — Dec 2023

Spearheaded advanced creative and technical projects, focusing on modular design and automation to streamline production workflows. Developed innovative tools and systems to enhance creative efficiency and deliver high-quality campaigns for global clients.

- **Platform Development:** Designed and delivered web-based tools to support dynamic creative workflows, enabling the efficient production of modular assets at scale.
- **UI/UX Contribution:** Played a key role in the UI/UX design of these platforms, debugging issues during development and seeking user feedback to improve usability and performance. Encouraged developers to adopt a user-first mindset for greater impact.
- **Technical Leadership:** Built the front end of multiple platforms using JavaScript, ensuring seamless interaction with middleware and backend systems. Oversaw the integration of complex functionalities to meet diverse client needs.
- **Data Strategy:** Developed and implemented data strategies for campaigns, resulting in a 75% reduction in data entry and maintenance overheads.
- **Automation & Efficiency:** Automated processes, including machine vision tagging and data imports, reducing manual workload by 40%.
- **Brand & Design Leadership:** Advised on global branding guidelines, ensuring consistency across international markets.
- **Cross-Functional Collaboration:** Partnered with developers, designers, and strategists to deliver campaigns to tight deadlines across multiple markets.

Main Platforms: GSAP/Tweenmax, WebPack, GIT/GULP, HTML5/CSS3, After Effects Expressions, Typescript, PSQL, GraphQL, Shell

Digital Display Creative Developer, Saatchi & Saatchi

London

Jun 2016 — May 2018

Combined technical development and motion design to deliver interactive and visually engaging digital campaigns. Dedicated time to exploring emerging technologies, mentoring creative teams, and fostering innovation across projects.

- **Interactive Campaign Development:** Designed and developed interactive mobile banners using advanced techniques such as gesture-based controls and WebGL to enhance user engagement.
- **Technology Exploration:** Allocated 20% of my time to researching new technologies and advising creative directors on how they could be applied to enhance campaigns and push creative boundaries.
- **Mentoring & Education:** Regularly mentored creative teams, sharing technical knowledge and educating them on innovative tools and workflows to improve efficiency and execution quality.
- **Motion Design Integration:** Built motion graphics for DOOH placements and integrated them seamlessly into rich media projects.
- **Innovation in Animation:** Utilised modern techniques, including **SVG animations** and JavaScript frameworks, to meet restrictive creative specifications while maintaining quality.
- **End-to-End Creative Execution:** Led creative projects independently, managing the process from initial concept to final delivery.

Main Platforms: GSAP/Tweenmax, THREE.JS, WebPack, BrowserSync, Custom JS Frameworks, GIT/GULP, Double Click Studio, Sizmek, HTML5/CSS3, After Effects, WebGL, Babylon.JS

Digital Marketing Designer - CRM, DK Publishing

London

Jun 2015 — Jun 2016

Focused on enhancing customer engagement and streamlining marketing workflows through automation and creative design. Improved campaign effectiveness and delivered impactful digital assets by collaborating with cross-functional teams.

- **CRM Optimisation:** Migrated marketing emails to Adestra CRM, automating customer flows and increasing open rates from 8% to 30% within three months.
- **Campaign Development:** Designed and implemented re-engagement and welcome email campaigns, improving audience interaction and engagement metrics.
- **Digital Content Design:** Built mini-sites to promote new book and content releases, ensuring a cohesive brand experience across platforms.
- **Motion Graphics for Marketing:** Created dynamic motion graphics for large retail displays, enhancing visual appeal and brand recognition.
- **Cross-Team Collaboration:** Worked closely with marketing and development teams to align campaign strategies with audience insights and design objectives.

Main Platforms: Adestra CRM, EpiServer, Google Web Designer, HTML5/CSS3, Google Analytics, Storyboarding

Interactive Design Consultant, Arbor Education

London

Feb 2012 — Jun 2015

Supported a global education startup in creating innovative management systems for schools, combining design expertise with technical problem-solving to deliver impactful solutions.

- **UI/UX Design:** Assisted the development team with designing the app's finance module, ensuring an intuitive and user-friendly experience. Created dynamically populated PDFs to provide real-time metrics for users.
- **Marketing & Communication:** Collaborated with sales and customer service teams to create promotional emails and marketing materials, driving engagement and brand awareness.
- **Website Updates:** Updated the company website to support new projects, including developing a WAP 2.0 version for compatibility with older mobile devices.
- **Multimedia Production:** Produced promotional and tutorial videos for conferences and conventions, showcasing the platform's features and benefits.
- **Cross-Functional Collaboration:** Bridged the gap between technical and non-technical teams, ensuring seamless communication and alignment across projects.

Main Platforms: PhoneGap, WAP2.0, MailChimp, Axure Wireframing, Nokia, Adobe Captivate, PHP, Front End Development

EDUCATION

Full Stack Web Development, General Assembly

London

Feb 2019 — Jun 2019

BSc Digital Media, Edinburgh Napier University

Edinburgh

Sep 2005 — Jul 2010