

Over 15 years global experience in advertising, innovation, social, data, art tech and experiential design. Unusual hybrid of creative, who's at the intersection of art, code and innovation.

Built an award winning career through technological innovation and disruption in above the line and digital agencies. As comfortable leading teams, as being in the trenches, crafting experiences, building brands and winning pitches on accounts such as Disney, NBA, Toyota.

Experienced designer, storyteller, creative director and innovation leader, with deep insight into creative use of emerging technologies, experience design and what's happening in the art tech and experience space.

## PROFESSIONAL SKILLS:

- **Visionary creative thinker**, creating empathetic and emotional experiences at the convergence of art, culture, technology and brands.
- **Consistent** in producing imaginative and disruptive solutions.
- **True 360 experience** in digital, social, ATL agencies, as well as client-side and technology sectors, in interaction design, events and experiential, editorial, creative technology, audio visual Installations, hardware prototyping and data visualisation.
- **Expert in emerging technology**, always growing through research and experimentation, and collaborating with a cross-section of experts in the field, from data scientists to dancers.

## EXPERIENCE

### DIRECTOR OF INNOVATION, DENTSU, DM2, SINGAPORE, 2015 - 2016

- **Leading** Innovation both internally and client-facing. Ideating and building innovative concepts, prototypes, stories and experiences. Consulting for the wider Dentsu network in South East Asia. Marketing Magazine voted Dentsu Singapore 2016 *Agency of the Year* and *Content Marketing Agency of the Year*. Dentsu Adfest *Network of the Year*.
- **Developed and presented concepts to retool and up-skill the agency** for creative play in social media, using data, emotion, authenticity, quirkiness, empathy and humour as part of their arsenal.
- Core member of the winning *Disney Pitch*, combining offices in Philippines, Indonesia, Vietnam, Malaysia, Thailand and Singapore. Experiential concepts for the each round were a significant factor in securing the Disney account.
- **Lead the rebranding of the merger** between Dentsu Mobius and Dentsu Media's into DM2.

### CREATIVE DIRECTOR, TBWA\HK, HONG KONG, 2014 - 2015

- **Lead and won pitches** on the giant regional account for Standard Chartered Bank and for the NBA in Asia.
- **Member of Management Innovation Team**, driving innovation and disruption in experiential, digital and social and to drive new business.
- Standard Chartered's RoboBaker awarded by W3C and lauded by the company's CEO.
- TWBA 2014 Creative Agency of the year

### DIRECTOR OF INNOVATION, QUIRK AGENCY, JOHANNESBURG, 2012-2014

- Successfully ideated, pitched, won and drove the agency's two biggest-ever innovation projects.
- Bridge between tech and creative departments, driving agency's art, copy, code reorganisation.
- Member of "dream team" concept team, using innovation and creative storytelling to drive new business.
- 

### CO-FOUNDER, GIGHAM, GOOGLE UMBONO STARTUP ACCELERATOR CAPE TOWN, SOUTH AFRICA, 2012-2013

- Funded by Google, helps you find things to do based on your social profile and location. Launched in 6 cities. Demo Africa finalist. Voted Top 40 best new startups in Africa.

## PERSONAL STRENGTHS:

- **Values craft** and sweats the details
- **Learns quickly**. Ability to proficiently understand and absorb new information.
- **Connected** to and involved with the new global community of hacker spaces, makers, researchers and interaction artists, who are redefining art and tech.
- As a former journalist - understands and values the nuances of narratives and **story telling**.
- **Collaborative**. Contributes to group projects willingly and with enthusiasm. Not afraid to share ideas. Listens well to others.
- **Team oriented** – Connects with and cares about colleagues success and wellbeing.
- **Culturally engaged** in trends in arts, music, performance, design and advertising.
- **Tech savvy**. Early tech adopter. Enjoys tinkering and figuring out how things work.
- **Media-agnostic**, penchant for technology and innovation.
- Possess a voracious appetite for (sub-)culture and content.

"George is a very rare hybrid: equal parts tech wizard and artist. A highly conceptual thinker who combines art and code to create original experiences and artefacts. He is also highly skilled at transmedia thinking: coming up with big campaign ideas that translate across multiple channels and interfaces to form a seamless narrative."

**Fran LUCKIN - Chief Creative Officer - Grey**

"George is the quintessential artist carving out new forms of experiences and brand expressions that exist at the intersection of art, culture, technology, brands and people. I love the way his brain works. He has ideals that make perfect sense in a world that will only arrive in a few years time, but George relentlessly closes that gap and is a constant reminder to me how sexy technology can, and should be. He is the thinking man's artist we all need on our teams."

**Clint Bryce - Chief Creative Officer - TBWA**

**CREATIVE DIRECTOR  
CRUMPLER, BERLIN, GERMANY, 2010-2011**

- Being client-side for the first time, with a tiny team running an international brand, exposed me to the intricacies and nuances of running a successful retail business.
- Consolidating the brand and refocusing it's messaging in everything from store, event and trade-show design, to packaging and magazines, to launching their e-commerce platform.

**ASSOCIATE CREATIVE DIRECTOR,  
OGILVY & MATHER, TOKYO JAPAN, 2007 - 2008**

- Part of Coca Cola's Sokenbicha team, Japan's biggest mixed tea brand and one of the biggest accounts in Japan. TVCs repeatedly scored the highest link test scores in the brand's history.
- Creative Director and TVC director on Jetstar, successfully launching the airline into the Tokyo market and helping grow business in Osaka and Nogoya by more than 400%. Jetstar awarded best 360 Account at Ogilvy in Asia and winner of Asian Integrated Marketing Awards.
- Digital advocate, consultant and bridge between ATL and Digital.

**CREATIVE DIRECTOR/CO-FOUNDER,  
RADARBOY, CAPE TOWN, SOUTH AFRICA, 1998-2004**

- Built agency from the ground up. Within a year rose to becoming one of the top 10 agencies in South Africa - only digital agency on the list, with clients such as Independent Newspapers, Minolta, Shell, Lucky Strike, MWeb, Rembrandt Group, Baker Street..
- Most awarded new media creative in South Africa.
- Digital advisor to the Independent Newspaper Group.
- Developed a cult following for our quirky content, focusing on applications and content creation, before applications and content were a thing, with many creatives citing *Radarboy* as their inspiration for getting into the industry.
- Collaborated with Lucky Strike for almost two years, in an ongoing and ever-growing relationship, with work, that encompassed digital magazines, installations, interactive brand art, games and original content. Celebrated in South Africa and by the brand globally for its innovation, design style and quirky humour.
- Our Lucky Strike work presented to their global team as the brand standard for the business' content and our work ported to a number of other countries.

**ART DIRECTOR,  
TINDERBOX INTERACTIVE< CAPE TOWN, SOUTH AFRICA, 1997-1998**

- Awarded a Loerie Grand Prix - that still today is one of only two Grand Prix that has ever been awarded in the Digital. 2x Loerie Gold. 1x SPADA Gold. Recognised as the top new media studio in Africa.
- Designed and developed ground breaking multimedia projects for some of the biggest clients in South Africa, including Multichoice (Africa's biggest satellite TV station), MWeb (ISP), Internet Solutions (ISP), Roche Pharma and Tommy Hilfiger.

**ACCOLADES:**

- **Grand Prix Loerie** for Thinking Multimedia. **Gold Loerie** for Thinking Multimedia. **Gold SPADA** Design Award for Thinking Multimedia.
- **Gold Loerie** for [radarboy.com](http://radarboy.com). *Radarboy* website voted one of the top 10 flash sites in the World.
- **Gold Loerie** for Capsule 01. **Gold Loerie** for Capsule 02. **Gold Invision** New Media Award for Capsule 02, **Gold SPADA** Design Award for Capsule 02
- **Gold Construction** New Media Award for Radarboy Broadcast, **Gold Construction** for RBVJ. **Gold Construction** for T-ShirtMaker 1.0. **Gold Construction** for IOL Newssaver
- Silver Loerie for Dynajets, Silver Loerie for T-ShirtMaker, Silver Loerie for radarboy Broadcast. 2 x Silver W<sup>3</sup> Digital Awards winner for Robomaker
- Winner **W3Cx** global webaudio contest and **JSCoNf** web audio hackerthon.
- **Spark Awards Gold** - for Captain America OOH.
- Showcased at the International Design Indaba as example of great South African design.

"George is an outstanding, passionate and dedicated creative with experience ranging across a multitude of disciplines. He is an artist and a thinker who can put ideas into practice and lead teams to victory. I highly applaud his work and professional attitude, a great guy and one that any agency would highly value."

**Chris Gurney - Regional Executive  
Creative Director - Ogilvy Tokyo**

**SIDE PROJECTS**

- *Creative Coding Singapore* Organiser, hosting 8 of the best tech meetups in Singapore,
- *Noisebridge HTTC Tour* to China - a month of visiting universities, maker spaces, Makerfares and factories, at the edge of the tech hyper-evolution.
- *Code365* - personal challenge to code a new piece audio visual art every day for a year. Still going 550+ days strong
- Helped launch *Mind the Box*, a series of art, tech, design and music experiential events, mixing art, fashion and dance music. Queues around the block.
- Built music search engine *Walaq*, which eventually pivoted to become Gigham.
- Organised numerous successful art + dance events under the moniker, *Disco Aerobics*.
- *Capsule*, a media art project and content Magazine delivered on 1.44" floppy disk.
- *Gifmag*, the world's fist magazine in gif format.

**EDUCATION:**

**Bachelor of Social Science  
University of Cape Town**  
Deans Merit List.  
Majoring in Politics.

**Diploma in Journalism  
Cape Technikon, Cape Town**  
Highest score in class

**Certificate in Design & Multimedia  
Concept Interactive**  
Majored in Graphic Design and Multimedia.

**Fundamentals of C++  
Damelin College, Cape Town, 1998**

**MySQL Database Certificate.  
Concept Interactive**

**PROFESSIONAL DEVELOPMENT:**

- *ITP Summer Camp, NY*, imagining sensitive buildings, and emotional objects, focusing on the technological edge of art tech, computer vision and AI.
- *Fiber Festival, Amsterdam*: Architectural Intelligence workshop with Refik Anadol.
- Goldsmith University/Kadenze - *Creative Programming for AudioVisual Art*.
- Constantly attending conferences, residencies and seminars around the world, most recently Ars Electronica, Schmiede, Singapore Innovation Conference, JSConf and Shenzhen, Shanghai, Tokyo, Hong Kong and Singapore Maker Faire. Weekly attendee at Hackerspace, VR/AR and Hackware talks.

**TECHNICAL SKILLS:**

Specialising in computer vision and sound reactive systems. Experienced in front and backend design and pretty much most software, most proficient in: Javascript, NodeJS, PHP, MySQL, Processing, Arduino, Ableton Live, Flash, Adobe Creative, HTML/CSS

**PROFESSIONAL ASSOCIATIONS:**

- Member on the Consultative Body of the International Design Indaba.
- Founding member of Boom Room technology forum.
- Creative Head, Absolute Made, Berlin
- Dentsu Innovation Awards judge.
- General Motors Global Innovation Champion

**TEACHING:**

- Coding workshops for teenagers and adults in Singapore, Shanghai and most recently at ITP in New York.
- Part-time lecturer at United World Colleges Singapore.
- Guest Lecturer at AAA School of Advertising, Cape Town.
- Part-time lecturer at *Hirt & Carter* College of the Arts.

**LIFE ETC.:**

- Creative coding. Motion and Sound Reactive Systems. Minimalism. Generative Art. Data. Architecture and design. Music producing, and DJing. Table tennis hustler.
- Lover of the obscure, micro-subcultures, hobbyists, collectors and hand-made places on the internet.
- Enjoys misappropriating old tech and looking at new ways of using media to tell stories and make art.

**EXHIBITIONS ETC.:**

- *Look to the Sky*, exhibited at the prestigious Salone Internazionale del Mobile, in Milan Italy.
- Residency at Schmiede in Austria developing *The Emotional Machine*, emotionally aware architecture.
- Developed live show and branding for folk indie discopop band, *Hunter as a Horse*.
- Developed *Data Light*, a minimalistic light and data interface.
- Exhibited *I am Binary*, a motion reactive artwork, Fab Cafe, Singapore.
- *Wedding Dress*. Cape Town Festival. Installation with fashion label Coppelia.
- *Human Data*. 2001. National Gallery, Cape Town, South Africa.
- *Talking TV*, Myself:write MyCode. 2001, Bell-Roberts Gallery, Cape Town, South Africa.
- *Reaktiv 006*, Old Castle Breweries, Cape Town
- *Reaktiv 007*, motion reactive performance, Apple Store, Tokyo, Japan.
- *The Digital Zoo*, networked installation commissioned by the Still Gallery for Edinburgh Festival.
- *Soft*, exhibition and generative arts performance, Loopline Cafe, Tokyo Japan.
- *Reaktiv 008*, motion reactive performance, TY Harbour Gallery, Tokyo, Japan.
- *Motion 6*, Super Deluxxe, Tokyo, Japan.
- *The Living Room*, shown at Mind Pirates, Berlin, Germany.
- *Dance Motion* performance at Raum 44, Berlin.