

# THOMAS TZORTZI

Freelance Experiential Designer

## Profile

I am a designer that transforms spaces into experiences. I have 10 years experience leading projects from Concept to Completion and whether managing teams of multi-disciplines, working individually or integrating into a project role I always take a hands on approach to design.

## Event Communications

**2nd Role : Lead Designer** : Jan 2017 - July 2019

**1st Role : Designer** : June 2013 - Dec 2014

As Lead Designer at Event my responsibilities were project and company focused, ensuring the overall quality of a project at all stages whilst developing a team of designers. Although a Senior role, it involved producing design work as well as managing others.

On projects a focus on client engagement and creative direction was required, some key ones being:

- Producing Stage Deliverables (Visuals, diagrams, documents, drawings, etc.)
- Design Development (3D Modelling, sketching, content development, third party direction, etc.)
- Conducting Workshops (content, design, client engagement, etc.)
- Presenting (pitching, stage delivery, etc.)
- Design Direction (content, graphics, software, construction, installation, engineering, etc.)

As well as dedicated projects I would also engaged regularly with other designers to develop their projects and skills, in addition to leading pitches and working temporarily on projects with particular challenges.

**Oman Across Ages Museum : Gallery Lead** : Nizwa, Oman

As a Gallery Lead on one of two galleries I was responsible for the overall direction and development of design including the delivery of design stages. The large scale project had many aspects to its delivery; content, production, design, etc. by taking a hands on approach to the 3D modelling and GA Plan it allowed a clear communication strategy with the internal design team and collaborators alike.

**Carlsberg Home : Project Lead** : Copenhagen, Denmark

After winning the competitive tender for a new Carlsberg visitor experience on the site of the original brewery I then led the project and multi-disciplined team. The scale of tasks ranged from developing the site masterplan, the design of an experiential exhibition, down to developing interactive exhibits. Focusing on the creative process; conducting workshops, presentations and a system of design assets, allowed the development of a complex brand story.

**Asseera Museum : Project Lead** : Jeddah, Saudi Arabia

The masterplan and gallery design for a new museum on the Prophet Muhammed (PBUH), in Saudi Arabia had obvious content sensitivities and design challenges. The project was a test in creative direction, requiring the need for a strong concept design that would stand the assessment of several experts and collaborators, whilst also remaining emotional and engaging to the audience. Running workshops and presenting to a diverse team were conducted with focus on visual communication skills, utilising 'live' sketching for client understanding and input.

## Skills

- Sketching & Hand Rendering
- 3D Modelling & Rendering
- Presentation & Documentation
- Diagrams & Visual Assets
- Process & Organisation
- Technical Drawings & Design Briefs
- Adobe Photoshop, Illustrator, InDesign
- Pro Create
- Vectorworks
- 3DS Max with Vray
- Beginner; Cinema 4D, Sketchup

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## Real Studios

**Role : Senior Designer** : Apr 2016 - Jan 2017

As a Senior Designer I was tasked with a conceptual focus on projects and strategic development internally. Although still working on all stages of projects this led to a focus on pitches and concept stages of projects. Existing design skills were vital in this role, but strategy and pitch presentations became new additions.

**Dorset County Museum : Project Lead** : Dorchester, UK

After winning the competitive tender I continued as the conceptual lead on the project working across 4 galleries. Through integration with the client team we guided them in understanding the creative process, communicating the challenges we were facing as designers. Allowing the team focus to be on the content development and spatial planning whilst we simultaneously developed the design.

**Garden Museum : Project Lead** : Somerset, UK

Design workshops and idea generation were key for the development of the Garden Museum, especially with the clients desire to work from the exhibit design outwards as opposed to the usual starting point of a gallery concept. This proved an interesting task to organise exhibit ideas as 'plug-ins' into a gallery framework, starting with the design of user interaction and then forming a coherent experience around it.

## Met Studio

**2nd Role : Senior Designer** : Jan 2015 - Apr 2016

**1st Role : Designer** : March 2011 - June 2013

As a Senior Designer I focused on specific projects from Concept to Completion. Due to the scale and nature of the company this meant a great deal of individual working and project management, resourcing internal design staff only when necessary for specific task related work. This meant a focus on client engagement and design deliverables, but also gave me a chance to develop a process that enabled internal designers to work as 'consultants', and collaborations to occur across the wider project teams.

**Museum Macan : Project Lead** : Jakarta, Indonesia

Joining the project at Detail Design my role on MACAN was to produce drawings and manage the contractor, engaging the client along the way. However, the introduction of a new Museum Director gave me an additional task in reevaluating the design and masterplan. Addressing the need to enhance the community aspect of the museum, we utilised the spatial arrangement to include free public spaces as well as paid for galleries, leading to a connection with the public through programming.

**Road Safety Experience : Project Lead** : Rochester, UK

From Concept to Completion the Road Safety Experience has been a particularly interesting journey. Originally what seemed to be a dull tender developed into an exciting and unexpected project design with a passionate client and project team. Working with a client unfamiliar with the process had its challenges such as, production of large quantities of visual material and added pressure on management of external consultants, but it also had the benefits of an interconnected team leading to an engaging design outcome.

**RAF 100 Years Gallery : Gallery Lead** : London, UK

The initial task on this project was to develop a framework for content to allow for the concept design to be developed. This started with a series of content workshops that continued into design workshops involving 'live' sketching and design presentations to ensure the design concept and project foundations were apt for development of the project and could pass funding stages.

## Dan Pearlman

**Role: Junior Designer** : Aug 2010 - Mar 2011

## Coventry University

**2:1 MDes Transportation Design** (with automotive)