

Dilesh Laloo

Art Director/Designer

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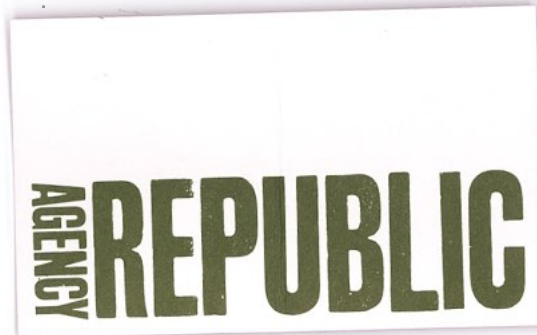
www.pixelgroup.co.uk/dil

Education

BA Graphic Information Design
University of Westminster (1999)

Skills

Layout Pad & Pen.
Photoshop. Illustrator. Flash.
Director. Quark. Freehand.
RGB. CMYK.
Mac. PC.



January 2005 - March 2006 Art Director/Senior Designer

Working on advertising campaigns & Microsites for Blockbuster, Diageo, O2, Dunlop, BBC Radio 1, Unilever & Ladbrokes.

Time was split evenly between working with my copywriter partner creating ad concepts and designing and art directing the build of microsites.

We (Copywriter, Chris Baylis & I) came second in a competition run by OpenAd and The Financial Times in May 2005 for an advertisement for 'Make Poverty History'

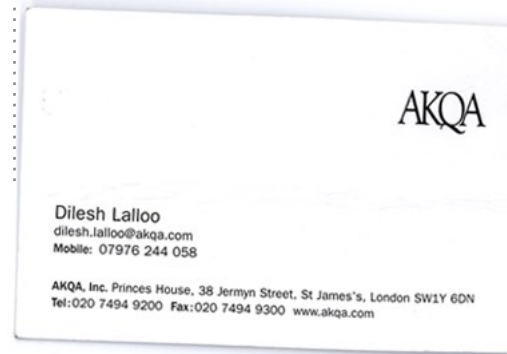
www.fooddeservesbetter.com

www.dunlopqualifier.com

www.smirnoffnorsk.co.uk

www.freeze-the-moment.de

www.radio1musicubes.co.uk



July 2002 - December 2004 Senior Designer

Working on the Orange team creating campaigns for Orange consumer products, The Orange Shop and Orange Business.

Part of the team responsible for the redesign of the Orange Shop online, which was developed after a 6 month IA investigation.
shop.orange.co.uk

Designed sections of NikeSpeed. Which has won many awards including a Macromedia site of the day.
www.nike.com/speed

Created the Dockers European site, which is a fully CMS driven 6 language flash site. Dockers has won Macromedia Site of the day and Flash Forward 2004 best Flash Commerce site award.
eu.dockers.com



March 2000 - July 2002 Designer

Designing mainly for automotive sites such as Peugeot, Volvo, National Car rental & Auto Trader, as well as designing marketing and eCRM material for Guinness, Budweiser, HSBC, Orange O Mag online & Adidas.

www.nationalcar.co.uk

www.autotrader.co.uk