

## *iCreate : Key Personnel*



iCreate is a young creative team with a fresh and innovative approach, backed up by experienced personnel in key project management positions.

### **Dawn Lyle**

Dawn is co-founder and managing director of iCreate, and is the driving force behind the firm's commitment to quality service delivery. Having played an active role in managing the company since its inception, Dawn is familiar with every stage of the computer graphics production process, and is highly knowledgeable about the technology and the industry. Prior to joining iCreate, Dawn was employed as a researcher at a television production company in Camden, making programmes for Channel 4. Dawn was also employed as Event Coordinator for Swansea Animation Days conference in 2003 and 2004. Dawn will usually be the key contract manager for television contracts and divides her time between the London office and the Swansea office, as is deemed necessary during the course of each project.

### **Jake Major**

Jake is co-founder and creative director of iCreate, having graduated with a first class honours degree in 3D Computer Animation. Jake is the animator behind the award-winning 8-minute animation entitled 'Blinkers', which won a number of industry awards including a Ffresh Animation Award, the Festival of Fantastic Films Award, a Triggerstreet Animation Award, a Science Film Award and a nomination for the British Animation Festival. Prior to founding iCreate, Jake was employed as a 3D animator at Arcana Digital, where he was involved with the production of an animated Action Man series, among other productions. Jake's role is as producer and lead creative on television contracts.

### **Liam Tandy**

Liam is iCreate's studio manager and lead 3D artist, having joined the company in 2004 with an honours degree in 3D Computer Animation. Liam has core expertise in 3D character animation and modelling, as well as matte painting for background scenes. He has won two prizes for his animation from 10 Second Club, and was also recognised for his work on Virtual Dylan Thomas in 2005. Liam's role is as lead creative or studio manager.

### **Phoebe Roberts**

Phoebe's background is in the music industry, and she is experienced in the production of music video content, stings and idents. She is an practised pr, event manager and promoter, having run product launches and media campaigns in the fashion and music sectors for many years, including high profile media events throughout London. Phoebe is based at our London office and is one of our key Contract Managers.

### **Mark James**

Mark James is a regular "voice" on BBC Wales TV and Radio, and is also a regular freelancer for iCreate, assisting with voiceovers and commentaries as well as video production. Mark is a former BBC reporter/commentator (World Rally Championship 1995-2002), and has written and broadcast on motoring and motorsport since 1987, in English and Welsh. Mark brings valuable experience of working within the BBC to our team and is valued as a consultant and a freelancer.

### **Joe Roberts**

Joe is an experienced producer of online content including podcasts and videos, as well as DVD content. Current clients include Levi, K-SWISS, Orange and Cargo London. Joe is an expert at ensuring his clients connect with trend-conscious audiences in the capital, helping organisations portray a corporate image that is up-to-the-minute and in touch with the cultural scene that is thriving around North East London and Shoreditch in particular. Joe shoots content in digital HD and is a regular freelancer for iCreate, working out of our London office.