



ANIKA FLADE
SENIOR DESIGNER, ART DIRECTOR & FOUNDER OF CRASHDUMMY.NET

Anika has many years experience in design and graphics production within live broadcast and post production environments.

A German national she left for the UK in 1996. Her career kicked off at BSKYB where she worked on Channel 4's Breakfast Show RI:SE, took on the challenge of SKY NEWS and has been a successful member of the SKY MOVIES team. During this time she worked on many high profile jobs and has won several Promax Awards, the latest one being Gold in North America. Her latest challenge has been a move to Spain (Barcelona) where she has worked with clients such as TV3, Td8, Cuatro, Triacom, Mercury, MediaPro, M-Stars, Estrella Damm & VW. She is currently employed by LaSexta as a Senior Designer. Additionally she manages projects at Crashdummy and is available for freelance work.

 **Employment History***

RECENT FREELANCE PROJECTS

- Art Futura Digital Design Festival BCN (Oct 07) - Titles shown on screens during the Festival+TV3
- Expo Zaragoza 08 - Title Sequence, Background Visuals for the Spanish Pavillion
- Big Ben Nightclub Barcelona (Background Visuals)
- TV Commercial for VW Spain

JUNE 07 - NOW:  **LASEXTA (Barcelona, Spain) Senior Designer**

- Day to Day Graphics covering designs for Sport, Programmes, Series, Movies & others
- LaSexta en TDT - Promo
- EuroBasket Championships 07
- National Geographic en LaSexta

OCT 06-APR 07:  **QBUSE DESIGN AGENCY (Barcelona, Spain) www.abuse.es Promotion to Senior Designer**

- 'En Forma' Promo and Branding for Health Programme (TV3)
- 'UaU!' - Promo for Dog Agility Programme (Cuatro)
- Estrella Damm – Beer Advertisement/ Spot for 'Polonia' (TV3)
- Embassat al Vuit - Promo for Catalan Channel (Td8)
- Dutifri – Promo for Travel Programme (TV3)

NOV 04-DEC 05:  **SKY MOVIES (London, England)**

- Hitchcock Season Promo (2006 Promax North America: Gold & Silver)
- Movies Christmas Campaign (2004 Promax Europe: Silver)
- The Academy Awards 2005
- Givenchy Sponsorship 2005
- World Cinema Re-Design and Channel Branding 2005

Often in sole charge of major projects, art directing Flame/Henri/3D/shoots, design & animation.

JAN 03-NOV 04:  **SKY NEWS (London, England) Promotion to Middleweight Designer**

- Live Coverage of the Iraq War + Project Work
- London Fashion Week 2004
- Athens Olympics 2004
- Showbiz Re-Brand 2003
- Excel Airways Sponsorship 2003

Strong teamwork and fast design solutions. Providing part of the day-to-day graphic coverage + project work.

JAN 02-DEC 02:  **CHANNEL 4's BREAKFAST SHOW (Production and Studio BSKYB) (London, England) Junior Designer**

Member of a small design team involved in launching the new channel. Working with Hal and Paintbox on solo shifts looking after day-to-day graphics with a very short turn-around. Endless nightshifts...

JAN 02: **RESOLUTION/POST PRODUCTION (London/Soho, England)**

Part-Time Runner looking after a small Post Production Company in Soho

NOV 00-JAN 02: **pod! MEDIA SOLUTIONS (London, England)**

- 30 sec TV Commercial for FindAProperty (Design, Animation & Sound Direction)
- Design Concepts for Kangaroos - www.kangaroos.com/uk/
- Design Concepts for Uniqlo - www.uniqlo.co.uk
- Design Concepts for Kurt Geiger - www.kurtgeiger.com

Contract work: Print/Web/TV. Clients include Kangaroos, Tescos, FindaProperty, Uniqlo, Shell, ...)

NOV 01-JAN 02: **SCHOOL OF PHYSICAL THEATRE (London, England)**

2 months work related visit to Canada (Toronto) designing the schools website.

SEPT-OCT 01: **SCHOOL OF PHYSICAL THEATRE/CHRYSALIS CONSULTING (London, England)**

Freelance Design Work: Corporate Identity (Print)

JULY-OCT 01: **HORNSBY INTERNATIONAL DYSLEXIA CENTRE (London, England)**

Freelance Design Work: Corporate Identity, managing roll-out.etc. (Print)

