

# Rufus Kähler / Design for Digital Media / Curriculum Vitae

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**Biography** Rufus began his career in 2003, working as a designer and art director with agencies like *Dare* (Campaign magazine's Agency of The Decade) *LBi* (Europe's largest full service agency) *The Partners* (Marketing's Branding Agency of the Year and Design Week's #1 creative agency) and working directly with clients through his own ltd company.

From site builds to application design, Rufus has produced work for brands big and small, and developed close working relationships with clients such as *Sony PlayStation*, *Sony Ericsson*, *Barclays Bank*, *Vodafone* and *Nokia*.

Schooled in Visual Communication with a specialism in Digital Media, Rufus is interested in joining the dots between film, typography, product design and interaction design.

Fully versed in *Adobe Creative Suite*, Rufus also has an intermediate knowledge of front end programming technologies, from *Actionscript* to HTML, allowing him to liaise effectively with coding professionals.

**Education** 2003: Graduated with MA in Communication Design from *Central Saint Martins*  
2002: Received Postgraduate Diploma in Communication Design from *Central Saint Martins*  
2001: Graduated with BA Hons in Visual Communication Design from *Middlesex University*  
1998: Graduated with National BTEC Diploma in Art and Design from *Middlesex University*

**Employment** Current: **Freelance Designer and Art Director**

Rufus returned to freelance in 2011, developing close links with agencies like *AKQA* and *Prospect*, working for clients like *RBS*, *Nokia* and *Eurostar*.

2010–2011: **The Partners, Digital Design Director**

Rufus joined this award winning branding agency in early 2010 to help bolster their digital offering, where he directed and undertook large programs of work for clients like *Deloitte*, *Kantar* and *Vodafone*.

2008–2010: **Freelance Designer and Art Director**

On his return to London, Rufus revisited former employee *LBi* and ex-colleagues then at *Conchango* in a freelance capacity, where he again worked for *Sony PlayStation*, as well as brands like *Virgin Media* and *Lloyds TSB*. Rufus also enjoyed pursuing his own clients and collaborated with London's *B3 Media* and San Francisco's *Bay Area Video Arts Coalition*.

2007–2008: **Hyro (formerly Fluoro), Designer and Art Director**

Rufus spent six months with this Sydney-based agency, working with clients such as *Canon* and *Rabobank*.

2006–2007: **LBi (formerly Framfab), Senior Designer**

Rufus learnt a great deal at Europe's largest full service agency, where he spent a year and a half working on a wide range of web-based projects for clients such as *Sony PlayStation*, *Epson* and *British Telecom*.

2004–2006: **Dare, Web Designer and Developer**

Rufus spent nearly two years working in the fast-paced and productive environment at *Dare*, where he enjoyed designing and developing flash-based work for a large range of clients including *Sony Ericsson*, *Barclays* and *Johnnie Walker*.

2004: **Agile Teams, Front End Web Designer**

Working with the company for several months, Rufus' key roles were to develop a full-spec front end design for the *Agile Teams* software product using XHTML technology. Other roles saw him redesign the corporate site and produce various print promotional work to support the product's launch.

2003: **SMARTlab, Part time Multimedia Designer and Programmer (Freelance)**

As part of an ongoing relationship with this research institute, Rufus' work centred around the project *Trust*, a multi-user role-playing game, to be implemented in children's wards in hospitals around the world. His key roles were to develop concepts and prototype ideas using Shockwave 3D technology.