

Curriculum Vitae of Jason Hobbs

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Nationality: British / South African
Current residence: Johannesburg, SA

Core skills:

Creative strategy & cross media integration, user experience design & information architecture, online advertising, new business development and copywriting

Success stories:

British Airways (AGENCY.COM London 2004)

Creative strategy for BA.com International 2005 – 2007. The success of this piece of work ensured the design and build of the site and re-establishment of the relationship between AGENCY.COM and BA after AGENCY.COM had lost the account several years earlier. www.ba.com

Sainsbury's Bank (AGENCY.COM London 2003 / 4)

Lead information architect responsible for the conceptual model, user experience and interface concept (that also won the pitch). They are now seeing product sales exceeding targets by up to 75% online. www.sainsburybank.co.uk

British Telecom Broadband (AGENCY.COM London 2003 / 4)

Created the core sales journey, retention strategy and user experience. Winning this business helped AGENCY.COM become the lead online agency for BT. Subsequently online sales have risen from 27% to 59% online and customer dissatisfaction has halved. www.bt.com

Previous agencies:

Ogilvy Interactive London (2004 – 2004)

Roles: User & customer experience design, cross media marketing integration, information architecture

Clients: American Express (Europe), British Telecom, IBM, Cisco Systems

AGENCY.COM London (2002 – 2004)

Roles: Lead strategic information architect, tactical and strategic site development, concepting, cross media campaign integration and on the new business and pitch team.

Clients: British Airways International, British Telecom, Sainsbury's Bank, T-Mobile (UK & Netherlands), Electronic Arts.

Pre- 2002 London & South Africa

Lowe Live / Draft Worldwide (London, UK) 2001 – 2002; Ogilvy Interactive (Cape Town, South Africa) 2000 – 2001; Lemonline Media and Krypto + (Cape Town, South Africa) 1998 – 2000.

References available upon request.

Other roles:

Trained in above-the-line and direct response advertising and copywriting (AAA), BA from Wits University, co-wrote and lectured an introductory course to the Internet and WWW in Cape Town, South Africa. Various writings for publication.

For a complete work history (1998 – 2004), skills list, education & writings for publication please visit www.jh-01.com/hire.html