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# ALFIE THOMPSON

## 3D Artist & Creative Director

### Profile

Alfie Thompson is a freelance creative director and 3D artist based in London. A design-engineer turned visual artist, with 4 years of experience creating CGI marketing in a small in-house team working with large international brands.

### Employment

#### Freelance 3D artist & Creative Director

Apr 2024 - Present

Working with client's brand marketing, product marketing launch campaigns and technical product feature animations.

#### RHEON Labs | Senior Digital Artist

Oct 2021- Apr 2024

Created all the digital assets at RHEON Labs' website, social media, product launches, pitch presentations and internal communications. Led marketing campaigns collaborating with multiple world-renowned brands.

Worked on product launches with: Adidas, Milwaukee tool, Harley Davidson, Rapha, Fly Racing, Ruroc, NFL

- Created and managed all brand and marketing digital assets - leading to greater brand visibility and elevating the brand perception.
- Led marketing campaigns for product launches. [Example: adidas Zero Control.](#)
- Trained and managed a junior digital artist.
- Development support, including IP drawings, QA Photography and more.

#### RHEON Labs | Generative Design Engineer & CG Artist

2019-2021

Product development, working on helmets, body armour and other sports equipment. Specialised in generative design - using algorithms in Grasshopper to make complex designs and CAD informed and driven by data. Worked part-time on CG-Art for social media marketing and product launches.

- Led Product design on multiple products - including a [football boot design](#) for a major sports brand.
- Developed flexible algorithmic designs that could be controlled by data and informed by iterative design processes.
- Designed over 100 injection moulding tools using automated scripts and DFM.

#### Douglas Instruments [Robotic design and manufacture] 2018

Designed and tested a new automatic pump system for their robot range.

#### Stone Circle [Stone mason specialising in kitchens] 2015

Worked throughout the entire kitchen work surface creation process: working with clients, CAD modelling and CNC milling.

#### Asylum SFX [Model making and SFX company] 2015

Worked on the assembly of apparatus for training heart surgeons. Experience with professional 3D printing, silicon, and foam modelling.

#### Hogs-Back Brewing [Small Brewery in Surrey] 2013-2018

Part-time work on in-house design of merchandising and branding. On-site maintenance and infrastructure development.

### Skills

Creative Direction, Art Direction, Brand Marketing.

CGI - Blender, Houdini, Marvelous Designer. Full Adobe Creative Suite

CAD - Rhino & Grasshopper, SolidWorks, Fusion 360

Coding - Python & MATLAB

### Education

#### Imperial College London | Meng Design Engineering | 1<sup>st</sup> Class Honours 2016-2020

Imperial's design engineering was a balanced and wide-reaching degree. I received an award for 2 designs and received Dean's list (Top 5 grade in my 2nd year). [Please see my website's degree blog for more project info.](#)

- Design Topics: Product Design, Inclusive design, Sustainable design, DFAM, Big data, Mechatronics design and more.
- Engineering Topics: Mechanics, Robotics, Computing, Thermodynamics, Fluid dynamics, Material science, FEA, Engineering mathematics, IoT and more.

#### Winchester College

3 Pre-U [A-level Equivalent]  
9 IGCSEs

Art & Design: D2 [A\*] Maths: D3 [A] Physics: D3 [A]  
5 A\* Grades | 4 A Grade