

Hello, I'm Malcolm Fitt.

Dynamic Executive Creative Director & Multimedia Strategist with 25+ years of experience driving visual excellence for global market leaders, including **BMW/MINI/Rolls Royce, TUI, Virgin**, and **Janus Henderson Investors**. A pioneer in Creative Intelligence (AI), I specialise in architecting high-efficiency, AI-enhanced production lifecycles that bridge the gap between traditional narrative soul and modern technical scale.

**Dynamic Executive Creative
Director, Multimedia Strategist
& Transformation Leader**

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Malcolm Fitt

Certifications

Mac Train Multimedia Certificate,
Matric Certificate
(Rosebank College).
Drone UAV - BNUC-S UK
EuroUSC™
& EASA A1, A2 + A3 Advanced
Drone License

Languages

English ●●●●●●●●●●
German ●●●●●●●○●○●○

Strategic & Technical Proficiency

Creative Intelligence & AI Integration

- > Generative Art Direction: Expert-level prompting and work-flow integration using Midjourney, Adobe Firefly, and Google Labs for rapid conceptualising and storyboarding.
- > Multimodal Storytelling: Leveraging Gemini and Nano Banana for advanced narrative development and interactive content strategy.
- > AI-Enhanced Post-Production: Advanced upscaling and restorative work-flows using Topaz Labs and synthetic voice/audio orchestration with ElevenLabs.

Multimedia Production & Art Direction

- > Post-Production: Expert proficiency in DaVinci Resolve and the Adobe Creative Suite, including Premiere Pro, After Effects, and Photoshop/ Illustrator/Indesign for high-end corporate and commercial output.
- > Cinematography & Broadcast: Specialized in professional studio lighting, multi-camera setups, and live broadcast streaming for international news networks (e.g., CNBC).
- > Aerial Content: Licensed Drone Pilot with EASA A1, A2+A3, and BNUC-S UK certifications for high-altitude cinematography and commercial image capture.

Design & User Experience

- > Product Leadership: Strategic oversight of UI/UX design systems for large-scale digital ecosystems (Desktop, Tablet, Mobile).
- > Brand Architecture: Development of cohesive visual identities for luxury sectors and global finance, ensuring cross-channel brand integrity.
- > Digital Governance: Conception and implementation of European-scale Digital Style Guides and scalable design frameworks.

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Credentials

Technical Skills:

Team Management /
UX, UI & CX / Copywriting /
Agile Development / Adobe CS-
Illustrator, InDesign, Photoshop,
After effects & Premiere Pro /
DaVinci Resolve / Photography
& Film production / HTML/CSS /
Wordpress
Gemini / ElevenLabs
Nano Banana / MidJourney / Veo
/ Google Labs

Personal Value Proposition

- > **Strategic AI Implementation:** Proven track record of leveraging generative AI (Midjourney, Gemini, ElevenLabs) to optimize post-production workflows and reduce operational costs without compromising creative integrity.
- > **Global Team Leadership:** Expert at directing multidisciplinary teams (up to 21+ professionals) across international borders, delivering cohesive brand identities for high-stakes markets like luxury superyachts and global finance.
- > **Operational Transformation:** Experienced in rebuilding in-house media departments and pivoting internal teams into revenue-generating external agencies.
- > **Multimodal Storytelling:** Deep expertise across film, photography, and UI/UX, ensuring a unified brand aesthetic that consistently drives measurable increases in user engagement (e.g., 70% increase in campaign engagement at Virgin Active).

Experience

2024 – present / Janus Henderson Investors / City of London

Associate Director – Senior Multimedia Producer

- > **Operational Leadership:** Architected and steered a high-performance in-house agency model, delivering global creative direction and professional multimedia outcomes for a leading international investment firm.
- > **AI-Driven Efficiency:** Pioneered the integration of advanced generative AI and multimodal storytelling tools (Gemini, Nano Banana) into the production lifecycle to accelerate creative output and ensure brand-aligned innovation.
- > **Global Broadcast & Stakeholder Management:** Oversaw end-to-end production for high-stakes international broadcasts to news networks including CNBC, managing complex live event streaming and professional studio environments for executive leadership.
- > **Strategic Scalability:** Developed and implemented scalable design systems, templates, and collaborative work-flows that enhanced creative efficiency and ensured 100% alignment with global brand guidelines.

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Community Engagement

Vancouver Aquarium
The Travel Foundation

Interests

Botany, Herpetology,
Digital Arts and Travel.

Experience continued

- > **Multichannel Asset Management:** Directed the end-to-end lifecycle for high-quality corporate video, sophisticated animations, infographics, and professional photography, maintaining critical stakeholder relationships to drive organizational objectives.
- > **Digital Engagement:** Spearheaded the strategy and technical delivery of compelling internal and external podcasts, ensuring seamless global content distribution and audience growth.

2020 – 2024 / *The Backyard Studios* / Germany

Managing Director and Producer

- > **Spearheaded film production and photographic projects**, delivering high-quality content for large-scale campaigns and ensuring client satisfaction with results.
- > **Managed UI/UX services** for diverse clients, improving user experience and interface design, which increased customer interaction and satisfaction metrics.
- > **Directed commercial image creation**, producing visually compelling content that aligned with client objectives and amplified their marketing efforts.
- > **Led cross-functional teams** in executing complex projects, ensuring timely delivery while maintaining high creativity and technical excellence standards.

2015 – 2020 / *MSKFP* / London

Managing Director and Producer

- > **Orchestrated film and photographic assignments**, enhancing brand narratives and product showcases for high-profile campaigns, increasing client engagement.
- > **Pioneered creative design solutions** tailored for above-the-line products, which amplified market presence and differentiated client offerings in competitive sectors.
- > **Curated a portfolio of commercial images** that captured the essence of client brands, driving more traffic to their respective online channels.

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Selected Projects

First Choice & TUI Travel

MSKFP

Budget: £300k

Managed photography, casting, production planning, & scouting, producing image sets for Above the Line marketing Globally.

Africa Eco Race

MSKFP

Budget: £50k

Spearheaded a team that captured dynamic race footage across Europe and North Africa using drones and cameras, creating daily broadcasts for over 60 television networks and producing annual promotional films.

Experience continued

2013 – 2015 / TUI Travel | First Choice / London

Head of Design & UX

- > **Directed a team of 21 UX and UI professionals**, ensuring cohesive design across desktop, tablet, and mobile platforms, which enhanced user interface consistency and experience.
- > **Administered art direction** for email, print, and motion graphics projects, achieving a unified brand aesthetic that elevated company identity and customer recognition.
- > **Led performance management** initiatives that refined design processes, increasing project delivery efficiency and team productivity.
- > **Defined the visual strategy** for TUI websites, establishing a coherent and impactful user interface that aligns with brand identity and business objectives.
- > **Inspired a dynamic team** of permanent and freelance designers, fostering an environment of creativity and high performance that elevated design quality.

2012 – 2013 / The Superyacht Group / London

Creative Director

- > **Led a multidisciplinary team** of photographers, audio-visual professionals, and print designers, coordinating seamlessly with a project manager to maintain work-flow and creative direction.
- > **Produced brand identities** for luxury and superyacht industry clients, crafting distinct visual narratives that resonated with high-end markets and enhanced brand prestige.
- > **Designed editorial and magazine layouts**, delivering sophisticated and visually engaging content that captured the essence of the luxury lifestyle and increased readership engagement.

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Selected Projects Continued

Rockin' the Rivers Montana

The Backyard Studios

Budget: \$150k

Led the creative design and video production for Rockin' the Rivers Montana's brand refresh, which attracted a younger audience through a comprehensive rebranding campaign.

Saxony Town Mayor

The Backyard Studios

Budget: €22k

Oversaw pre-production, filming, editing, and scouting for a series of films for a Town Mayor's campaign, contributing to his electoral victory.

Experience continued

2010 – 2012 / Cobra Creative / London

Head of Design

- > **Rebuilt the in-house media department**, encompassing AV, print, and digital, revamping team structure and work-flows to enhance creative output and efficiency.
- > **Directed the department's strategic** pivot to service external clients, achieving alignment and operational readiness within a targeted 1–2-year timeframe.
- > **Managed a diverse team**, fostering a multidisciplinary approach that increased project capacity and a broader service offering.

2007 – 2009 / Virgin Active / Cape Town

Art Director/Head of AV

- > **Produced print artwork** that enhanced brand storytelling and visual impact, contributing to an increase in campaign engagement rates.
- > **Oversaw video production** from model casting to post-production, ensuring all elements, including logistics, lighting, and filming, were expertly managed to deliver high-quality content.
- > **Directed photography and photo shoots**, capturing compelling imagery that accurately conveyed the creative vision and strengthened the brand narrative.

Additional Experience

Art Director/Designer at Agency Freelancer (2009– 2010)

Senior Designer at Satztechnik Meißen (2005– 2007)

Senior Designer/Creative at BMW Group (MINI & Rolls Royce) (2003– 2005)

Designer at Picasso/Production Unique (2001– 2003)

Multimedia Lecturer at Mac Train Multimedia (2000– 2001)

Artworker at Fairstep Repro (1998– 2000)