



Qualifications

Ba(Hons) Degree in Illustration at Brighton University (2016):
Upper Second-Class Honours

BTEC Diploma in Foundation Studies, (Art & Design) at Loughborough:
Distinction

Semester at Nova Scotia College of Art & Design (NSCAD), Canada (2015)
Classes in:
› Graphic Design
› Character Design
› Digital Illustration
› Intaglio (printmaking)

Brands

- › Pepsi
- › Rockstar
- › Mountain Dew
- › Lay's
- › Mars
- › Costa
- › Deliveroo
- › AmEx
- › Monzo
- › TD Bank
- › Sky
- › Now TV
- › BT x EE
- › Octopus
- › Waitrose
- › Simply Cook
- › Quaker
- › Oral-B
- › L'Oreal
- › Garnier
- › Schwarzkopf
- › Syoss
- › Bref
- › Flash
- › Fairy
- › Gillette
- › Haleon
- › Zeigo
- › Audio-Technica
- › Barbi

Software Proficiency

Adobe After Effects	● ● ● ●
Adobe Premiere Pro	● ● ● ●
Adobe Photoshop	● ● ● ●
Adobe Illustrator	● ● ● ●
Adobe Indesign	● ● ● ○
Adobe Lightroom	● ● ● ○
Higgsfield.ai	● ● ● ○
Blender	● ● ● ○
Figma	● ● ● ○

References

Mark Sydserrf
Multimedia Manager, Breast Cancer Now
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Archie Campbell
Founder, Vidsy
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Experience

Motion designer with 7+ years of agency, in-house, and freelance experience. I blend creativity with empathetic problem-solving to craft engaging motion and video assets for social and web platforms.

- **Motion Design Lead**, Vidsy / Aug 2024 - present
 - › Lead the creative elevation and high-volume delivery of thousands of motion, commercial video & CGC assets for global brands.
 - › Working to strict 24hr timelines, identifying improvements while adhering to brand needs, championing platform-specific performance and Creative-X best practices.
 - › Adapted workflows to integrate and collaborate effectively in a team of 16-strong MD's across US & EMEA
 - › Champion AI-driven production pipelines, building custom ScriptUI panels to optimise scalability and output.
 - › Iterated, formatted, and localised assets across markets, ensuring consistency across all videos for the world's biggest brands and their subsidiaries.
- **Mid-weight Motion Designer**, Noise Media / May 2024 - Aug 2024
 - › Led design and motion output across six distinct brands.
 - › Innovated means to extend reach and engagement across all social platforms.
 - › Collaborated with Creative Director and accounts team, developing motion assets to acquire new clients and develop our B2B channels.
- **Multimedia Producer - Motion Designer**, Breast Cancer Now / Apr 2021 - Apr 2024
 - › Developed the brand's motion toolkit with a focus on 2D design, innovating means to integrate 3D assets.
 - › Created explainer videos, political campaigns and online training courses, independently liaising on initial brief, storyboarding and style-boarding.
 - › Supported on-set and at events with videography and photography
 - › Developed brand assets and guidelines alongside senior graphic designers
- **Freelance Designer/Illustrator**, 2014 - present
 - Always gathering additional work, I have established projects in: Logo design, spot illustrations, explainer content, book cover design, animated adverts, and children's publications.
 - For the charity 'Bubble Club', I animated service users' drawings with character rigging, transforming them into visuals for their inclusive and immersive club nights for the learning disabled.

In a previous life...

Managed at a Supported Living Service to 20 adults with mild/profound learning disabilities, with additional duties as the Activities Coordinator.

Worked as a live-in carer to a law-student with cerebral palsy and successfully supported them into a career at a top London law-firm.

Supported a caseload of 10 young people, organising activities to promote personal development, self-esteem and resilience.

And just a little bit more...

I'm a passionate creative that revels in clean, effective communication in all forms. If it punches through the noise, I like it. Also, I'm a huge fan of cinema, bouldering, getting out into nature and going for runs around Bristol.