

## Overview

Versatile Graphic and Motion Designer with over 6 years' experience producing graphics for Television, Video Games and Global Marketing Campaigns.

Proven ability to perform in dynamic, fast-paced start-ups and fast evolving working environments. Consistently meeting deadlines while staying dedicated to high-quality visual storytelling.

## Experience

### BBC News

### Designer for News on iPlayer

Feb 2024 - Present

- Designed over 70 thumbnails for BBC News VOD content and Panorama. Altogether accumulating over 7 million requests on iPlayer.
- Re-branded BBC News program, The Interview which featured Kylie Minogue and Sir David Jason. Increasing viewership by 20%.
- Formulating personalised visual identities and motion graphics for 10 bespoke BBC News programs. Reaching an audience of over 1.5 million.
- Creating compelling thumbnails and motion graphics for 8 long-form programs with established visual identities.
- Created the thumbnails and motion graphics for 2 National Breaking News Stories under fast-evolving quick turnaround conditions.
- Work closely with Producers, Journalists, and News Executives to create visually compelling graphics, presenting data and narratives accurately whilst being engaging.

### Catch a Fire Agency

### Junior Motion Designer

Jan 2023 - Feb 2024

- Producing motion graphics and video content for global marketing campaigns for clients such as Flora, Hellmann's and Knorr.
- Created a vital 3D asset for the Penfolds Venture Beyond campaign, securing a second-place nomination for The Online Design Awards.
- Effectively conveying creative solutions that align with the client's brief and budget. Ensuring project deadlines are consistently met.

### Bad Fox Studios

### Video Game Artist

Jul 2018 - Dec 2022

- Prominent multidisciplinary artist in the development of PC game Super Squad with 71% positive reviews on steam, in addition to working on several client projects and 2 unreleased titles.
- Significantly reduced the studio's optimisation workflow by several months, integrating plugin InstaLOD into the studio's development pipeline.
- Discussing concepts for game mechanics and map designs, leading the development of the Urban Battle Ground, one of the player favourite maps in Super Squad. Leading the 3 other artists to ensure the map was complete for public BETA test and art direction was consistent.
- Represented the studio alongside the rest of the developers to deliver a child-friendly class presentation on game development at Medina Primary School, Portsmouth.

## Skills

Adobe Creative Suite	Red Giant	Cinema4D
Motion Design	Branding	Thumbnail Design
Image Retouching	Compositing	Colour Grading
Photo Manipulation	Infographics	3D Modelling
Visual Effects	Typography	

## Education & Credentials

### **(BSc) Multimedia Technology & Design**

#### **Upper Second Class (2:1)**

University of Kent

2015 - 2018

### **Advanced Motion Methods**

Credly Verified Credential

School of Motion

**Class of Autumn 2024**

## Interests

- Joint Creator of event brand No Persona, Acclaimed within the South London Music Community for great design, digital content and events. Achieved over 100k views with a high engagement rate of 5% on Instagram through producing high-quality engaging content and designs.
- Over two years' experience organising and promoting over 15 events, awarded an Editor's pick in London for No Persona's second anniversary event on the most popular ticketing platform for Electronic Music, RA.
- Provided a platform for over 70 DJs and artists, showcasing under-represented talent through a monthly open deck's series. Successfully revitalized the venue's quietest night of the week, generating an average of £1.3k in bar revenue every first Wednesday of the month.
- Co-captain of a football team at university, was responsible for organising team socials, supplying kits and securing sponsorships.