

# Gavin Richardson

I am a creative all-rounder with over 25 years industry experience across traditional, digital and social media, with proven expertise in building brand identity, multichannel campaign execution and team leadership.

Throughout my career I have designed for all manner of media from heavyweight ATL advertising campaigns and point of sale to numerous commercial websites and digital marketing communications. As a trained illustrator, I am as at home drawing by hand as I am in front of an Apple Mac. I love all aspects of the creative process from concept to delivery and, having worked both client and agency-side, I have led creative teams, project managed – often to the tightest deadlines – and presented to the board. Here is my story...

## **2015 onward: Tesco Stores Ltd**

### **CREATIVE LEAD**

Brought in full time at Tesco and tasked with expanding our in-house Creative Services team within Marketing Communications, leading the execution of creative for direct-to-customer channels such as email, direct mail, digital display and social media. Forming close relationships with brand teams and external ATL agencies I serve as a key player in developing and upholding standards for Tesco's masterbrand and heavyweight campaigns such as Food Love Stories, Tesco Centenary, our COVID-19 response and all seasonal events. Instrumental in devising Tesco's Digital Design Language for implementation across the brand's immense online estate and responsible for publishing Tesco's design guidelines for paid offsite and social advertising.

## **2013-2015: Zone Ltd**

### **ACTING HEAD OF DESIGN, TESCO.COM**

Seconded from Zone as acting Head Of Design at Tesco.com to manage in-house design and dev resource responsible for maintaining the website of the world's third largest retailer, authoring digital guidelines for key events and rolling out top tier campaigns including Love Every Mouthful, the Tesco Finest\* relaunch and Christmas. I additionally served as a key stakeholder in the creation and implementation of new brand standards across the digital space, contributing to the launch in 2014 of the Tesco Brand Centre.

## **2012-2015: Blue Intellect LLP**

### **DESIGN & CREATIVE CONSULTANT**

After many years employed as a senior client-side designer, I took the big leap in 2012 to go solo as a freelance consultant, working for a wide range of clients and agencies - including designing experiential materials for the relaunch of the Porsche Boxster, design consultancy for the Häagen-Dazs global website (Brainstorm), point of sale for Whitbread (BBH), brand guidelines for the Foreign Trade Association (Brussels) plus web design and brand identity for the launch of Ziffit.com.

## **2008-2011: easyGroup IP Licensing Ltd**

### **HEAD OF DESIGN**

Reporting directly to Chairman Sir Stelios Haji-Ioannou, I served as a key guardian of the 'easy' brand, publishing the easyGroup Brand Manual, developing design standards and ensuring the visual output of all licensees was consistent. Remaining a hands-on designer I supported across all media for the newer easyGroup ventures and providing brand consultancy services to easyGroup licensees such as easyGym.co.uk and easyOffice.co.uk. In 2011 I redesigned and relaunched the easy.com portal site for the brand.

## **2002-2008: easyGroup (UK) Ltd**

### **DESIGN MANAGER**

Transferred in 2002 to easyGroup, the business incubator for new 'easy' businesses. Responsible for designing creative for traditional media (press and outdoor advertising campaigns, point of sale, signage, packaging and vehicle liveries) and online I took the lead in designing and building websites for each new venture. Notable ventures included the design and execution of comms to support the launches of easyCruise.com (2005), easyHotel.com (2004), easyBus.co.uk (2004) easyCinema.com (2003) and the build of easy.com - the portal site for all easyGroup companies (2005).

## **1999-2002: easyInternetcafé Ltd (formerly easyEverything Ltd)**

### **SENIOR DESIGNER (2000-2002)**

Promoted to recruit and lead the in-house design team at easyInternetcafé. Reporting to the Marketing Director, my responsibilities included designing advertising creative and globally managing production from brief to repro for all printed comms throughout Europe and the US including easyInternetcafé's flagship store in Times Square, New York (at 800 seats, the largest cybercafé in the world). Responsible for global in-store point of sale materials whilst managing all projects to a tightly controlled production budget.

## **GRAPHIC DESIGNER/ WEBWEAVER (1999-2000)**

A key member of the initially small team that launched easyInternetcafé from Stelios, the founder of easyJet, where we won the Retail Launch Of The Year award at the Retail Week Awards and also the award for E-company Of The Year at the Future Internet Awards in 2000. Executed numerous ATL campaigns starting with the launch of the inaugural store in Victoria, London. Responsible for the design and build of easyEverything.com and multilingual in-store microsites.

## **1998-1999: Rocket Design Consultants Ltd**

### **JUNIOR PRODUCTION ASSISTANT/ WEB DESIGNER**

First design agency role, gaining extensive experience of workflow and account handling, liaising directly with clients including Tesco, WH Smith and Somerfield. Designed Rocket's first corporate website, RocketDesignConsultants.ltd.uk.

## **1996-1997: Tessera Design Ltd**

### **PRINT TECHNICIAN/ DESIGNER**

Screen printing, visualising and designing for ceramic tiles and fabrics.

## **Software skills**

Fully proficient in Adobe CC:  
Illustrator  
Photoshop  
InDesign  
AfterEffects  
Premiere Pro  
Dreamweaver  
Fireworks

Sketch  
Microsoft Office

## **Qualifications**

### **University of Hertfordshire (1993-1996)**

BA (Hons)  
Imagemaking & Design  
HND Graphic Design

### **Central St. Martin's (1992-1993)**

Foundation Certificate  
of Art & Design

### **British School of Brussels (1990-1992)**

3 A-Levels: Art, English, History

### **Aylesbury Grammar School (1986-1990)**

10 GCSEs

## **Interests**

Since childhood I have drawn and painted figures, portraits and landscapes and I occasionally attend classes to keep my hand in and improve.

Additionally, I'm an active musician and songwriter, having played drums in several bands since the early 1990s and penning material licensed to TV and radio soundtracks. I continue to perform with 80s covers band Six Go Mad and as a founding member of Colvex, whose debut album was released worldwide in 2012 via Apple Music, Spotify and Amazon.

I'm also a keen sportsman having captained the local cricket team, swum the Swimathon and who persists on the golf course...

## **Contact details**

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