

Gavin Richardson

I am a creative leader with 30 years industry experience across traditional, digital and social media with proven expertise in building brand identity, campaign execution and team leadership. I'm passionate about unlocking talent and inspiring ideation whilst always offering clear and consistent creative direction.

A designer at heart, throughout my career I have created multichannel content from heavyweight advertising campaigns and point of sale through to digital and online media. 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 brief to delivery and have worked both client and agency-side. I have built and led creative teams, project managed (often to the tightest deadlines) and pitched to the board. Here is my story..

Software

Adobe CC



MS Office



UI tools



2015 onward: Tesco Stores Ltd CREATIVE LEAD

Since joining Tesco permanently in 2015 I have played a leading role in driving transformational change resulting in the exponential growth and success of our Creative Studio, building our reputation as an industry leading in-house creative and production agency.

I lead a multichannel design team providing creative and visual direction for of our marketing communications. Since 2023 I have been specifically responsible for the creative and production of our offline content from concept to execution for direct mail, press and now all UK Retail POS in addition to F&F Clothing, Tesco Bank and Insurance products.

Working in close collaboration with our Copywriting and Operations functions and our teams in the UK, ROI, CE and India, we have together successfully landed numerous high profile through-the-line campaigns to support our seasonal events and key propositions such as Clubcard Reward Partners and Whoosh along with numerous in-store Lead Events advertising products such as Tesco Insurance and Travel Money, all performing to exceed KPIs.

I have been a key player in developing and upholding design standards for Tesco's master brand and ensuring consistency in execution of heavyweight campaigns such as Food Love Stories, Tesco's Centenary and our COVID-19 response. I played a central part in devising Tesco's Digital Design Language for implementation across the brand's immense online estate and was responsible for publishing Tesco's initial design guidelines for digital display and social media advertising.

Throughout all, I have established close working relationships with key stakeholders such as brand teams, campaign leads and our partner agencies and, first and foremost, have always prioritised the wellbeing and recognition of our wonderful team.

2013-2015: Zone Ltd ACTING HEAD OF DESIGN, TESCO.COM

In 2013 I was seconded from the agency Zone as Acting Head Of Design at Tesco.com to manage in-house design and dev resource responsible for maintaining the website of the UK's 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 online toolkit, 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 at Brainstorm Communications designing experiential materials for the relaunch of the Porsche Boxster and UX design for the Häagen-Dazs global website, at BBH point of sale for Whitbread, brand guidelines for the Foreign Trade Association in Brussels plus web design and brand identity for the launch of Ziffit.com. As a consultant I have also been contracted to appear as an expert witness in brand protection court cases.

Education

**University of Hertfordshire
(1993-1996)**
BA (Hons)
Imagemaking & Design
HND Graphic Design

**Central St. Martins
College of Art & Design
(1992-1993)**
Foundation Diploma
in Art & Design

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

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

2008-2011: easyGroup IP Licensing Ltd HEAD OF DESIGN

Reporting directly to easyGroup 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 the newer easyGroup ventures providing brand consultancy services to easyGroup licensees such as easyGym and easyOffice. In 2011 I redesigned and relaunched the easy.com portal site for the group.

2002-2008: easyGroup (UK) Ltd DESIGN MANAGER

In 2002 I transferred 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 (2005), easyHotel (2004), easyBus (2004), easyCinema (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)

In early 2000 I was promoted to recruit and lead the in-house design team at easyInternetcafé. Reporting to our 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 budget.

GRAPHIC DESIGNER/ WEBWEAVER (1999-2000)

I was a key member of the initially small team that launched easyInternetcafé from Stelios, the founder of easyJet, where within our first year of trading we won 'Retail Launch Of The Year' at the Retail Week Awards and also 'E-company Of The Year' at the Future Internet Awards in 2000. I designed numerous ATL outdoor and press campaigns starting with the launch of the inaugural store in Victoria, London and was responsible for the visual design and build of easyEverything.com and numerous multilingual in-store microsites.

1998-1999: Rocket Design Consultants Ltd JUNIOR PRODUCTION ASSISTANT/ WEB DESIGNER

My first design agency role, where I gained extensive experience of workflow and account handling, liaising directly with clients including Tesco, WH Smith and Somerfield. I also 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.

Interests

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

Additionally, I'm an active musician and songwriter, having played drums in several rock and pop bands since the early 1990s performing at hundreds of concerts and festivals over the years and have recorded and released material both in traditional formats and digital platforms such as Apple Music and Spotify. I have penned material licensed to TV and radio soundtracks.

Despite my advancing years (and increasingly sore knees) I'm also a keen sportsman, having captained the local cricket team, swum the Swimathon and I still persist on the golf course...

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