

GR&DESIGN

Creative Leadership

30 Grosvenor Road
Watford
Hertfordshire
WD17 2QT
United Kingdom

gavin.richardson@mac.com
+44 (0)7740 039235
www.granddesign.me

Gavin Richardson

Profile

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

Throughout my career I have designed and conceptualised content 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 brief to delivery and, having worked both client and agency-side, I have built and led creative teams, project managed – often to the tightest deadlines – and presented to the board. Here is my story...

Software

Design

Adobe CC:	
Photoshop	●●●●○
Illustrator	●●●●○
InDesign	●●●○○
Premiere Pro	●●●○○
AfterEffects	●●○○○
Dreamweaver	●●●●○

UI

Sketch	●●●○○
Figma	●●○○○

Office

Microsoft:	
Powerpoint	●●●●●
Word	●●●●●
Excel	●●●○○

Education

University of Hertfordshire (1993-1996)

BA (Hons)
Imagemaking & Design
HND Graphic Design

Central St. Martin's College of Art & Design (1992-1993)

Foundation Diploma
in Art & Design

British School of Brussels (1990-1992)

3 A-Levels

Aylesbury Grammar School (1986-1990)

10 GCSEs

2015 onward: Tesco Stores Ltd

CREATIVE LEAD

Since joining Tesco full time in 2015 I have led the in-house Creative Services team's strategy and output across direct-to-customer channels such as email, direct mail, digital display and social media. In recent months I have led and set out plans to expand the scope and scale of the department to support numerous units across the business incorporating UK Marketing Communications, ROI, F&F and Tesco Bank with longer term plans to also onboard Tesco Mobile and Central Europe, bringing origination and production for all marketing comms channels in-house, with the ultimate goal to build an in-house creative centre of excellence.

Throughout I have established close working relationships with brand teams and external ATL agencies. I have been a key player in developing and upholding design standards for Tesco's masterbrand and heavyweight campaigns such as Food Love Stories, Tesco's Centenary, our COVID-19 response and all seasonal events. I played a leading role in devising Tesco's Digital Design Language for implementation across the brand's immense online estate and was responsible for publishing Tesco's design guidelines for digital display and social advertising.

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 visual 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.

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.co.uk and easyOffice.co.uk. 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.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)**

In early 2000 I was 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 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 occasionally attend 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. I have penned material licensed to TV and radio soundtracks and I continue to occasionally perform as a founding member of Colvex, whose debut album was released worldwide in 2012 via Apple Music, Spotify and Amazon.

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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