

GAVIN RICHARDSON

Profile

I am a creative leader with over 25 years industry experience working predominantly in retail, travel and leisure. I have proven expertise in building brand identity, multichannel campaign execution, team leadership and creative direction.

As a designer by trade, throughout my career I have created content for all manner of digital and print media from heavyweight ATL advertising campaigns and point of sale to numerous commercial websites, social media and digital marketing communications. Being a trained illustrator, I am as at home drawing by hand as I am in front of an Apple Mac. Having worked both client and agency-side, I love all aspects of the creative process from concept to delivery. 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 permanently in 2015 I have developed and led our in-house Creative Studio's integrated output, growing our remit so we now deliver through-the-line across channels including OOH, direct mail, press, digital display, point of sale, email and social media. In recent months I have set out and landed plans to rapidly 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 and building our reputation as the brand's creative centre of excellence.

Throughout I have established close and effective working relationships with brand teams and external agencies whilst managing our internal stakeholders. I have led conceptual projects and pitched the team's creative responses for campaigns to our senior leadership before seeing through to production.

I have been a key player in developing and upholding design standards for Tesco's masterbrand and ensured creative consistency across heavyweight campaigns such as Food Love Stories, Tesco's Centenary, our COVID-19 response and all seasonal events. I also played a leading role in devising Tesco's Digital Design Language for implementation across the brand's immense online estate and authored Tesco's design guidelines for digital display and social media 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 début 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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