

# GR&DESIGN

## Creative Leadership

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## Gavin Richardson

**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 leadership. I'm passionate about tapping into talent and inspiring ideation whilst always offering clear and consistent creative direction.**

A designer at heart, throughout my career I have created content for all manner of media from heavyweight advertising campaigns and point of sale to numerous websites and digital 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 pitched to the board. Here is my story...

### Software

#### Adobe CC



#### MS Office



#### UI tools



### 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)

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

#### 2015 onward: Tesco Stores Ltd CREATIVE LEAD

Since joining Tesco full time in 2015 I have played a pivotal role in the growth and success of Creative Studio, building its reputation as our own in-house agency in which I lead a multichannel design team, standing over our output across direct-to-customer marketing channels including email, direct mail, digital display and social media. Since 2023 my role has evolved and I am now responsible for the creative output of our offline communications from concept to execution and have landed several successful ATL campaigns such as those for Clubcard Reward Partners and the launch of Whoosh alongside numerous in-store Lead Events advertising products including Tesco Insurance and Travel Money, all exceeding KPIs and expectations.

I have played a central part in the evolution of our team, setting out plans to expand the scope and scale of our remit to service numerous units across the business beyond UK Retail and, as a result, we now support Tesco Bank, F&F and ROI with longer term plans to also onboard Tesco Mobile and Central Europe, bringing creative and production for all marketing comms channels in-house.

I have been a key player in developing and upholding design standards for Tesco's master brand and heavyweight campaigns such as Food Love Stories, Tesco's Centenary and our COVID-19 response. 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 media advertising. Throughout all, I have established close working relationships with key stakeholders such as brand teams and our partner agencies.

#### 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 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 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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