

Cover image: Been So Long film title design

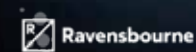


**Gary Alake Riley**

Integrated Design | Creative Artworking | Art Direction

**CV 2024**

- 01 Presentation**
- 02 Print**
- 03 Digital**
- 04 Video**
- 05 Art Direction**



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**CV 2024**

[gary@luvvadesignmedia.com](mailto:gary@luvvadesignmedia.com)

07535623250

<https://www.linkedin.com/in/garyalakeriley/>

# Design History 1/2

## Recent roles 2023/24:

UEL: Senior PT Lecturer (BA Graphic Design)

UMG Sollos - Digital Designer

Sound of 007 documentary: Art Director

Mc Enroe Biopic - Art Director

## Nov 2020 – present

**Company: Luvva Design Media**

**Role: Founder/Art Director and Senior Integrated Designer**

Duties: Presentation Design(PPT), Branding, Art Direction for Film/TV.

## March 2019 – Nov 2020

**Company: Kantar (WPP)**

**Role: Senior Designer**

Duties: Design Lead/global brand guardian; 360° Campaign creation, Presentation Design(PPT) video editing, branding and conceptual design for Kantar's digital coms, products, events and global brand activity.

## Jan 2012 – 2019

**Company: Tabloid Tomato (founder)**

**Role: Founder, Art Director and Senior Integrated Designer**

Duties: Integrated design (print, digital, branding,

Presentation Design) for global brands and agencies.

## Feb 2017 – Sept 2017

**Company: Oliver Agency**

**Role: Art Director/Pernod Ricard Design Lead/Virgin Media**

Duties: Design lead. Line managing team of 3 designers. Art direction for social, digital, print, Presentation Design(PPT) and DM campaigns for both brands. Directing photo shoots, animation, conceptual design, project planning.

## Sept 2015 – Dec 2017

**Company: Ravensbourne University**

**Role: BA Fashion Promotions Senior Lecturer**

Duties: Course planning, budgeting and delivery. Lecturing in branding, consumer touch points. Art Direction for photography and fashion publishing. Student assessments on course work and guidance into the industry.

## Sept 2013 – Sept 2015

**Company: Edelman**

**Role: Senior Integrated Designer**

Duties: Lead design on Shell internal coms. Edelman pitch presentations. Presentation Design(PPT), branding and design for Print and Digital media.

## April 2008 – Sept 2014

**Company: Various brands and agencies; Ogilvy One Worldwide, McCann London, Lego, Sky, London Transport Museum, The Marketing Store, OMD, TM Lewin, The Independent Newspaper, The Mind Gym, Mitie.**

**Role: Freelance Integrated Designer**

Duties: Integrated design (print, digital, branding, Presentation Design(PPT)).



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# Design History 2/2

**April 2007 – March 2008**

**Company: Wellcome Trust/Collection**

**Role: Senior Graphic Designer**

Duties: Magazine and brochures design, exhibition and display, photo shoots, online and digital promotions, Presentation Design( PPT) (consumer facing and B2B).

**April 2002 – Oct 2006**

**Company: BBC Worldwide**

**Role: Graphic Designer**

Duties: Design and identities for the B2B coms, marketing and promotion of BBC IP brands, shows and products - across printed, large format and digital media; BBC Showcase, industry events and advertising. As well design for consumer facing POS and retail.

**March 1999 – Sept 1999**

**Company: Flextech Television**

**Role: Graphic Designer**

Duties: Sole in-house designer for the pitching and promotion of SceneOne, Flextech's innovative pilot interactive channel; very much a forerunner to much of the omni-channel promotions we have today.

**Oct 1997 – April 1999**

**Company: Nickelodeon UK**

**Role: Graphic Designer**

Graphic design for the channel's on and off air kids centred shows, activities and events.

## Other Design activity:

**July 2012 – present**

**Project: LondonBaby**

**Role: Founder**

Details: London arts and apparel collaborative platform.

**Nov 2020/July 2021**

**Company: Met Film School**

**Role: Part time Lecturer**

Details: Introduction to Photoshop classes for BA Film Producer students.

**Present**

**Project: City Limits**

**Role: Author**

Details: Screenplay and pilot for a Live Action animation series.



KANTAR



McCANN  
LONDON

nickelodeon



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# 01 Presentation

## EXPERIENCE/SKILLS:

Template masters  
Animated presentations  
Interactive PDFs  
Infographics  
Vector Illustration

## PRODUCED IN:

PowerPoint/Keynote  
Adobe



Please view my online portfolio @ [www.luvvadesignmedia.com](http://www.luvvadesignmedia.com)

TMS Case studies

McCann London Sabc report

OMD FIFA World cup 2014 pitch



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# 02 Print

## EXPERIENCE/SKILLS:

Catalogues  
Annual Reports  
Magazines  
Brochures  
Press ads  
POS  
Exhibition/event display  
Way finding  
Light boxes  
Vehicle livery  
Business stationery  
Creative artworking

## PRODUCED IN:

InDesign  
Illustrator  
Photoshop



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BBC Square Eyes Magazine



Virgin Media DM Brochure



Edelman Shell Pitch presentation bro-



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# 03 Digital

## EXPERIENCE/SKILLS:

360° Campaigns

Front end web design

Banner ads

Social media posts/reels

Email Newsletters

Animation

AI image creation

## PRODUCED IN:

Photoshop

After Effects

Dall-E



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Chivas Regal whisky animated social campaign campaigns



Chivas Ultis whisky animated social media campaigns



Kantar Media Reactions campaign



Download report

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# 04 Video

## EXPERIENCE/SKILLS:

Video Editing

Story Boarding

Art Direction

Creative concepts

Illustration

Animation

Titles

Lower thirds

## PRODUCED IN:

After Effects

Adobe Premiere

Photoshop



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Kantar Media Reactions

Kantar Marketplace - Agile Innovation

Kantar Marketplace - Agile Innovation



than ever before



to resolve people's  
needs and tensions

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# 05 Art Direction

## EXPERIENCE/SKILLS:

Conceptual design  
Campaign creation  
Film/TV/animation -  
graphics  
Branding & logo design  
Brand Guidelines creation  
Visuals/Scamps  
Mood boarding  
Copy writing  
Picture editing  
Artwork proofing  
Photoshoots

## PRODUCED IN:

InDesign  
Illustrator  
Photoshop  
Hand draw visuals/scamps

## MANAGEMENT:

Stakeholder and client facing  
Project planning/budgeting  
Briefing/Design direction  
Pitching/Strategic thinking  
Multiple project flows  
Managing teams  
Mentoring/teaching

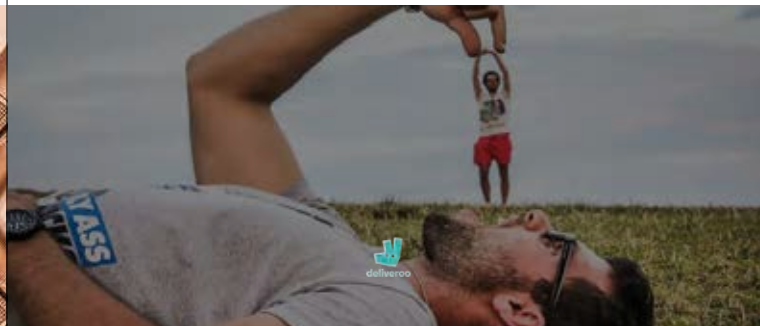


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Chivas Ultis whisky social media campaign



Delveroo social media campaign



Kantar Mobility Futures





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## Design qualifications

2002 - MA in Enterprise Management for the Creative Arts  
- LCC/The London institute

1990 - HND in Graphic Design/Newham College

1988 - A Level in Art & Design/Newham College

## Professional studies

2022 - Scriptwriting for Film & TV  
National Film and Television School  
Short course

## Mentions/Write ups

2022 - McEnroe (Movie)  
Animation Department

2021 - Stormskater (Short)  
Title and promotion

2007 - City Limits animated series pitch  
Mipcom Cannes (attendee)

1995 - Graphic Agitation  
(Social and Political Graphics Since The Sixties)  
By Liz Mc Quiston

## Portfolio

Luvva Design Media Ltd

<https://www.luvvadesignmedia.com/>

[https://www.instagram.com/londonbaby\\_label/](https://www.instagram.com/londonbaby_label/)

## References

Samantha Allen

Insights Design Manager/Head of Intranet

Kantar

[samantha.allen@kantar.com](mailto:samantha.allen@kantar.com)

Marc Knapton

Director

The Brewery VFX

9 St Martin's Court

London WC2N 4AJ

+44(0)2077349846

[marc@brewery-vfx.com](mailto:marc@brewery-vfx.com)

Liz Lydiate

Arts business consultant

Creative arts education and business development

+44(0)7977108220

+44(0)2076079373

[lizlydiate@gmail.co.uk](mailto:lizlydiate@gmail.co.uk)



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