Background image; Netflix Been So Long movie title design

Gary Alake Riley	Art Direction and Integrated Design	CV 2021

01 Print
02 Digital
03 Video
04 Presentation
05 Art Direction

BBC Worldwide · Shell · Edelman · Pernod Ricard · McCANN London · nickelodeon · london transport museum · wellcome trust · Ravensbourne · Sticky Content · Virgin media · KANTAR

Gary Alake Riley | Art Direction and Integrated Design | CV 2021

garyley.design@gmail.com
+44 (0)7535 623 250
http://uk.linkedin.com/in/garyalakeriley

Design History

Nov 2020 – present
Luvva Design Media (founder)
Freelance Art Director/
Senior Integrated Designer

March 2019 – Nov 2020
Kantar (WPP)
Senior Designer
Art direction and design for industry and brand focused campaigns across digital, video, Power Point and print

Jan 2012 – 2019
Tabloid Tomato (founder)
Freelance Art Director/
Senior Integrated Designer
Founder: LondonBaby arts brand and events.
Clients inc. Brewery VFX, Comic Relief, Sticky Content

Feb 2017 – Sept 2017
Oliver Agency
Art Director/Pernod Ricard
Design Lead/Virgin Media
Art direction for social, digital campaigns and photo shoots. BTL design and artwork for DM, mobile and online.

Sept 2015 – Dec 2017
Ravensbourne College
BA Fashion Promotions Senior Lecturer
Course delivery and lecturing in branding and cross media visual communication for fashion brands and consumer touch points.

Sept 2013 – Sept 2015
Edelman
Senior Integrated Designer
Brochure design, Pitch presentations, branding, Power Point, Infographics, creative artworking for Print and Digital

April 2008 – Sept 2014
Various brands and agencies
Freelance Integrated Designer
OgilvyOne Worldwide, McCann London, Lego, Sky, London Transport Museum, The Marketing Store, OMD, TM Lewin, The Independent Newspaper, The Mind Gym, Mitie.

April 2007 – March 2008
Wellcome Trust
Senior Graphic Designer
Magazine design, brochures, exhibition and display, photoshoot art direction, online and digital promotions

April 2002 – Oct 2006
BBC Worldwide
Graphic Designer
Brochure design, Programme launch and marketing material, exhibition and display for Print, Online, large format, on screen and POS

March 1999 – Sept 1999
Flextech Television
Graphic Designer
Design for the promotion and marketing of SceneOne, Flextech's interactive channel

Oct 1997 – April 1999
Nickelodeon UK
Graphic Designer
Graphic design for marketing, on and off screen activities, shows and events

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01 Print

EXPERIENCE SKILLS:

Annual reports
Magazines/DM
Large format
POS/exhibition/lightboxes
Creative artworking
InDesign
Illustrator
Photoshop

BBC Square Eyes Magazine

Virgin Media DM Brochure

Edelman Shell Pitch presentation bro-

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02 Digital

EXPERIENCE
SKILLS:

Social posts/banners
Animated gifs
Campaign identity
Front end web
Art direction Photography
Photoshop
After Effects

Chivas Regal whisky animated social campaign campaigns

Chivas Ultis whisky animated social media campaigns

Kantar Media Reactions identity

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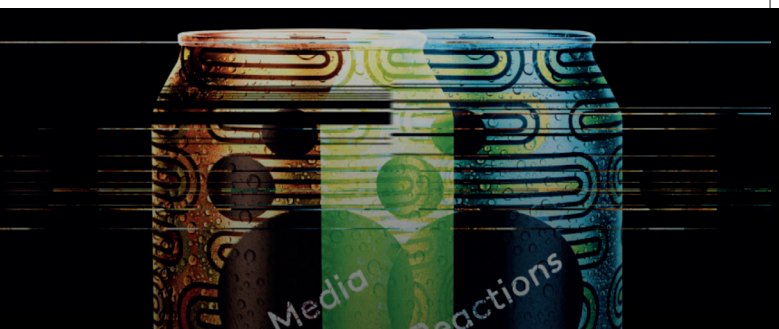
03 Video

EXPERIENCE SKILLS:

Story Boarding
Art Direction
Creative concepts
Illustration
Animation
After Effects
Adobe Premiere
Photoshop

Kantar Media Reactions



Kantar Marketplace - Agile Innovation

Kantar Marketplace - Agile Innovation

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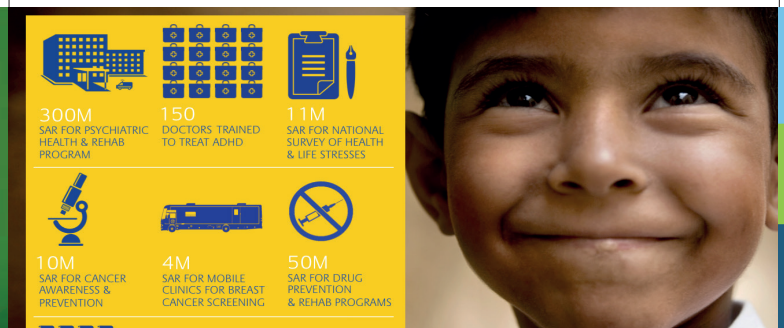
04 Presentation

EXPERIENCE
SKILLS:

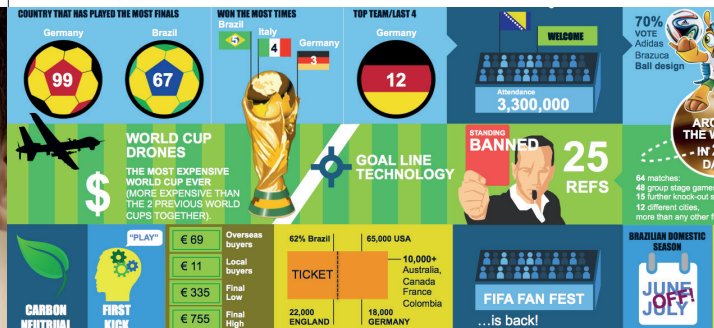
Animated presentations
Infographics
Vector Illustration
Slide master creation
Room leave behind
Presentation Banners
PowerPoint/Keynote
Acrobat

TMS Case studies

McCann London Sabic report



OMD FIFA World cup 2014 pitch



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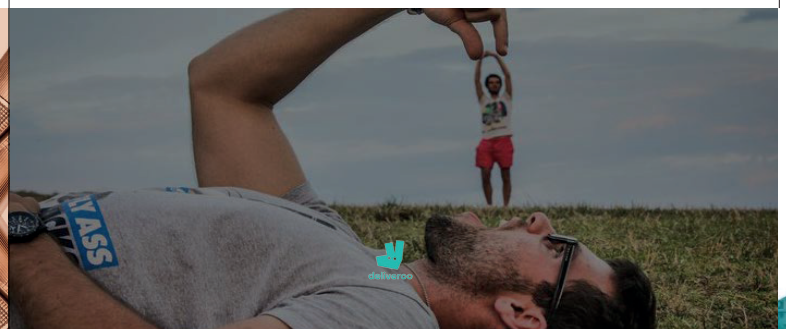
05 Art Direction

EXPERIENCE
SKILLS:

Conceptual design
Campaigns
Film/TV/animation graphics
Experiential and events
Branding & logo design
Visuals/Scamps
Mood boarding
Picture editing
Photoshoots

Chivas Ultis whisky social media campaign

Delveroo social media campaign



Kantar Mobility Futures

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Design Qualifications

MA in Enterprise Management for the Creative Arts
/LLCC/The London institute
HND in Graphic Design/Newham College
A Level in Art & Design/Newham College

Personal projects/Write ups

City Limits animated series pitch
Mipcom Cannes 2007/Art Director

LondonBaby arts brand launch and events 2017
/Founder

Graphic Agitation
(Social and Political Graphics Since The Sixties)
By Liz Mc Quiston
Published by Phaidon

References

Marc Knapton
Director
The Brewery VFX
9 St Martin's Court
London WC2N 4AJ

+44(0)2077349846
marc@brewery-vfx.com

Liz Lydiate
Arts business consultant
Creative arts education and business development

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+44(0)2076079373
lizlydiate@gmail.co.uk

Summary: Leads/delivers/creates ideas/visuals/production for brands/agencies/ lovers of great design////

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