

**Gary Alake Riley**

Art Direction | Design management | Integrated Design

**CV 2022**

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



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Art Direction | Design management | Integrated Design

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

07535623250

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

# Design History 1/2

**Nov 2020 – present**

**Company: Luvva Design Media**

**Role: Self employed/Art Director and Senior Integrated Designer**

Duties: Art Direction for Film/TV graphics and promotions. Steering animation and VFX teams' on-screen delivery. Liaising with producers, directors and VFX studios. And general business management.

**March 2019 – Nov 2020**

**Company: Kantar (WPP)**

**Role: Senior Designer**

Duties: Art Direction, video editing and conceptual design for Kantar's predominantly digital coms; brand/product campaigns, events and brand guidelines creation. Liaising with stakeholders, finance and digital technician across the business. Design lead and management of junior, freelance and overseas designers.

**Jan 2012 – 2019 (intermittently between full-time roles)**

**Company: Tabloid Tomato (founder)**

**Role: Self employed Art Director and Senior Integrated Designer**

Duties: Integrated design (print, digital, branding, presentation) for global brands and agencies.

**Feb 2017 – Sept 2017**

**Company: Oliver Agency**

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

Duties: Art direction for social, digital, print and DM campaigns for both brands. Covering photo shoots, animation, conceptual design, project planning and budgeting. Design lead and management of Pernod Ricard's in-house design team.

**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, 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).



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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 (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: An arts and apparel collaborative brand across social media, gallery spaces and retail inspired by the UK capital's culture and creativity

**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 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

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 identities

Front end web design

Photoshoots

## PRODUCED IN:

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:

Video Editing

Story Boarding

Art Direction

Creative concepts

Illustration

Animation

## PRODUCED IN:

After Effects

Adobe Premiere

Photoshop

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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# 04 Presentation

**EXPERIENCE/SKILLS:**  
Animated presentations  
Interactive PDFs  
Infographics  
Vector Illustration  
Slide master creation  
Printed support material

**PRODUCED IN:**  
PowerPoint/Keynote  
Adobe

TMS Case studies



McCann London Sabic report



OMD FIFA World cup 2014 pitch



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# 05 Art Direction

## EXPERIENCE/SKILLS:

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

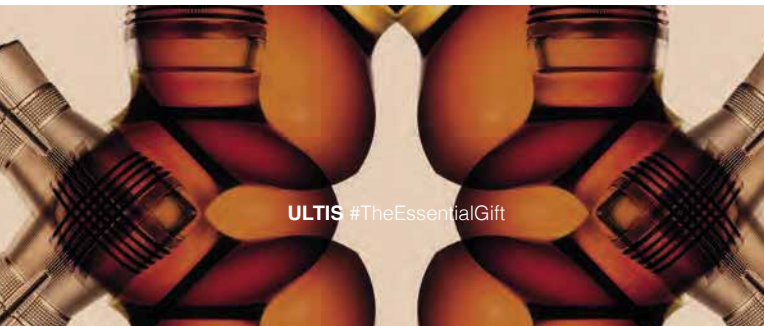
## PRODUCED IN:

InDesign  
Illustrator  
Photoshop  
Hand draw visuals/scamps

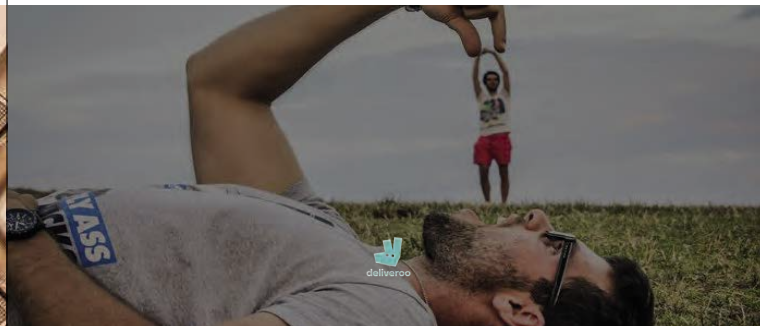
## MANAGEMENT:

Stake holder/client liaison  
Project planning/budgeting  
Briefing/Design direction  
Pitching  
Multiple work flows  
Managing design teams  
Mentoring/teaching

Chivas Ultis whisky social media campaign



Deliveroo 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

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