

## CONTACT DETAILS

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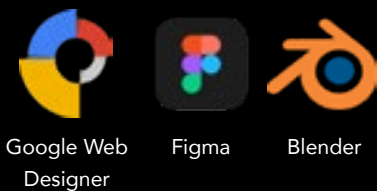
07801571166

## PORTFOLIO

### ADOBE SOFTWARE



### OTHER SOFTWARE



# RICHARD ASHDOWN

MULTI CHANNEL GRAPHIC DESIGNER

## CURRENT POSITION

*December 2018 - Present*

## GLOBAL MEDIA

### Regional Graphic Designer

Global media is home to the UK's biggest radio stations and largest outdoor advertising estate covering the whole of the UK and the Transport for London network. I joined Global media's in-house commercial advertising agency in 2018 seeking agency experience. My first 2 years were spent designing social media and digital advertising, where I worked with many clients and brands on a daily basis. In 2020 I was instrumental in leading the business into selling design services for Global's outdoor media clients and becoming actively responsible for pitching and delivering multi channel campaigns for our larger clients with great success. I have become known within Global as a design specialist, an inspiring presenter and influencer of new practices.

### Responsibilities

- I bring brands to life across social media, 2D animation and digital design.
- I design large format print and OOH marketing campaigns.
- I brainstorm, pitch and consult with clients and colleagues to drive business.
- I enhance and develop the image of both internal and external brands.
- I create new services and solutions in line with budgets and timelines.
- I provide holistic and strategic solutions to creative multi-channel marketing.

### Recognition and awards

2023 Global Q1 Award

#### Best Creative Campaign

*Help For Heroes*

2022 Global Q4 Award

#### Best New Business Campaign

*Together For Children*

2022 Global Q2 Award

#### Best Creative Campaign

*Guy's Cancer Charity*

2022 Global Q3 Award

#### Best Creative Campaign

*Carmex*

# RICHARD ASHDOWN

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## EDUCATION & TRAINING

2020

Facebook commercial learning modules

*Provider: Facebook*

2018 - Present

Global media commercial learning modules

*Provider: Global media*

2014

Digital and email marketing training

*Provider: TXD Digital*

2006

Social Coach Leadership Program

*Provider: The Youth Charter*

2004

Advanced Adobe Illustrator training

*Provider: NHA Design*

1998 - 2000

Adv' GNVQ Media Communications and Production

*Provider: Stockport College*

## WORK HISTORY

*October 2016 - August 2018*

### NICOVENTURES RETAIL UK

#### Senior Graphic Designer

Working with the E-commerce and marketing managers to produce all digital artwork, Html5 banners, product imagery and packaging design for the VIP, Vapestick and Fin E-cigarette websites and 100+ nation-wide retail outlets.

*August 2015 - July 2016*

### INVASION TRAVEL

#### Senior Graphic Designer

Creating primarily digital and video media to oversee a brand expansion on web, digital and social media, creating 10 new travel brands identities and websites.

*March 2014 - August 2015*

### 8 BALL GAMES

#### Senior Graphic Designer

Working in the online Slot, Casino and Bingo gaming sector, designing brand identities, websites, html emails, landing pages and print promotion for 40+ in-house brands.

*July 2012 - March 2014*

### APPLE COPYWRITING

#### Design Manager

Design and project development with a team of developers and SEO experts to an create optimised, interactive html5 website on a WordPress foundation and creating content marketing infographic design for external clients and blogs.

*FULL DESIGN WORK HISTORY 2000 - 2023  
AVAILABLE ON REQUEST*

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MULTI CHANNEL GRAPHIC DESIGNER

## 01. LEAP WILD

Featuring the UK's first fully animatronic 3D billboard as part of a Waterloo Domination delivered in 2023.

[www.allweatherartist.co.uk/leap-wild-animatronic-billboard.html](http://www.allweatherartist.co.uk/leap-wild-animatronic-billboard.html)

## 02. NOT WITHOUT MY CARMEX

With over 28 million views on TikTok, #Notwithoutmycarmex created a really sticky, Global media 'best creative' award winning campaign.

[www.allweatherartist.co.uk/outdoor-media.html](http://www.allweatherartist.co.uk/outdoor-media.html)

## 03. APT LIVING

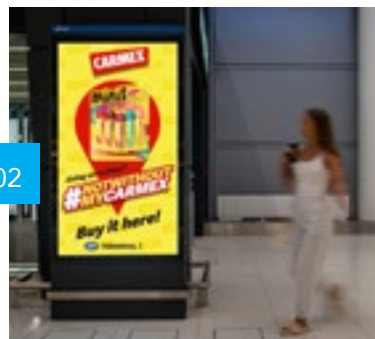
Social media campaign for London property developer, Apt Living. Thought to be the UK's first property sale via instagram.

[www.allweatherartist.co.uk/apt-living.html](http://www.allweatherartist.co.uk/apt-living.html)

## 04. VIEW FROM THE SHARD

Interactive infographic and instant experience created for The View from The Shard.

[www.allweatherartist.co.uk/view-from-the-shard.html](http://www.allweatherartist.co.uk/view-from-the-shard.html)



## PERSONAL ARTWORK

Illustrations featured at Liverpool City of culture launch event in 2008

Mural commissioned for Nike in 2007

Featured artist, New Balance "Region" exhibitions in 2006

Illustration work owned by boxing legend Muhammed Ali in 2006.

Featured Artist on the EA Games "Big in the Game Tour" 2006

## ABOUT ME

Out of work, you might also find me in front of my Mac. Art, design and illustration are very much hobbies of mine. I also paint murals, research and write about art and culture. I love Hip Hop, Funk and Soul music and love finding a sample in original tracks, which have been remixed and used by a DJ in classic Hip Hop break.

# THANK YOU