

23

# PORTFOLIO

RICHARD ASHDOWN



Featuring:

**OUT OF HOME  
SOCIAL MEDIA  
BRANDING  
DIGITAL  
CREATIVE**

+ MORE



07801571166 | Rik.cheetham@gmail.com | www.allweatherartist.co.uk

# RICHARD ASHDOWN

MULTI-CHANNEL GRAPHIC DESIGNER

## CONTACT DETAILS

13 Ash Street, Hazel Grove,  
Stockport, Manchester

Rik.cheetham@gmail.com

07801571166

## Introduction

20+ years commercial experience in Adobe design software and a career which spans graffiti art, illustration, print, digital, motion, branding and creative has given me an awareness of how design works across different media; Allowing me to elevate numerous brand campaigns by simply being mindful of how a message can be translated across multiple channels.

By working within a company which is a media owner as well as a creative agency, not only is my work as a designer, but often as a specialist offering advice to clients regarding art direction and providing continuity to pre-existing campaigns using client supplied assets. However, I am proud that I am a designer capable of creating original work and concepts, who is trusted by established brands to create their campaign artwork. This portfolio features but a few of projects I have delivered recently.

## 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*





**Title:** Leap Wild “Take the Leap!”

**Format:** Out Of Home

**Date:** October 2023.



The depth of this campaign is often masked behind a giant fish. However there is a lot more under the surface. Not only did this campaign deliver the first fully animatronic, 3D billboard in the U.K and the World’s biggest Big Mouth Billy Bass, but it also dealt with issues around farmed fish and responsibly sourced food. Every creative decision was a nod to the comparative difference between farmed and wild-caught fish. From the rubbery texture of Billy Bass to the “bad taste” of the furnishings in the TV advert, the detail of the musical notation within the typography to the placement of each of the out of home adverts at Waterloo. This is a remarkably edgy campaign served on a hook baited with an ear-worm straight from the mouth of a legendary fish.

**WATCH THE FULL STORY**

**LEAPWILDFISH.CO.UK**



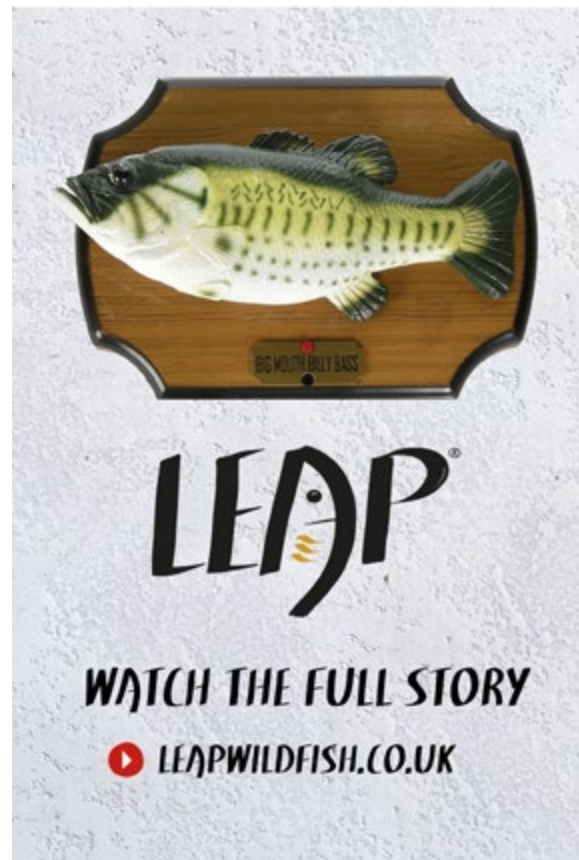


I explored ideas around how to pull the TV advert into the static designs and back in line with the Leap Wild brand. I loved the idea of using “Take the Leap!” as a call to action on the print designs, referring to both selecting Leap as a product and making the switch from farmed fish to wild fish. I took the musical score from Be our guest, and included the notation around various lines from the Leap Wild version of the song as a visual cue to the song. Strategic placement of each advert created a loop which could be read from each vantage point of the commuter routes to and from Waterloo station

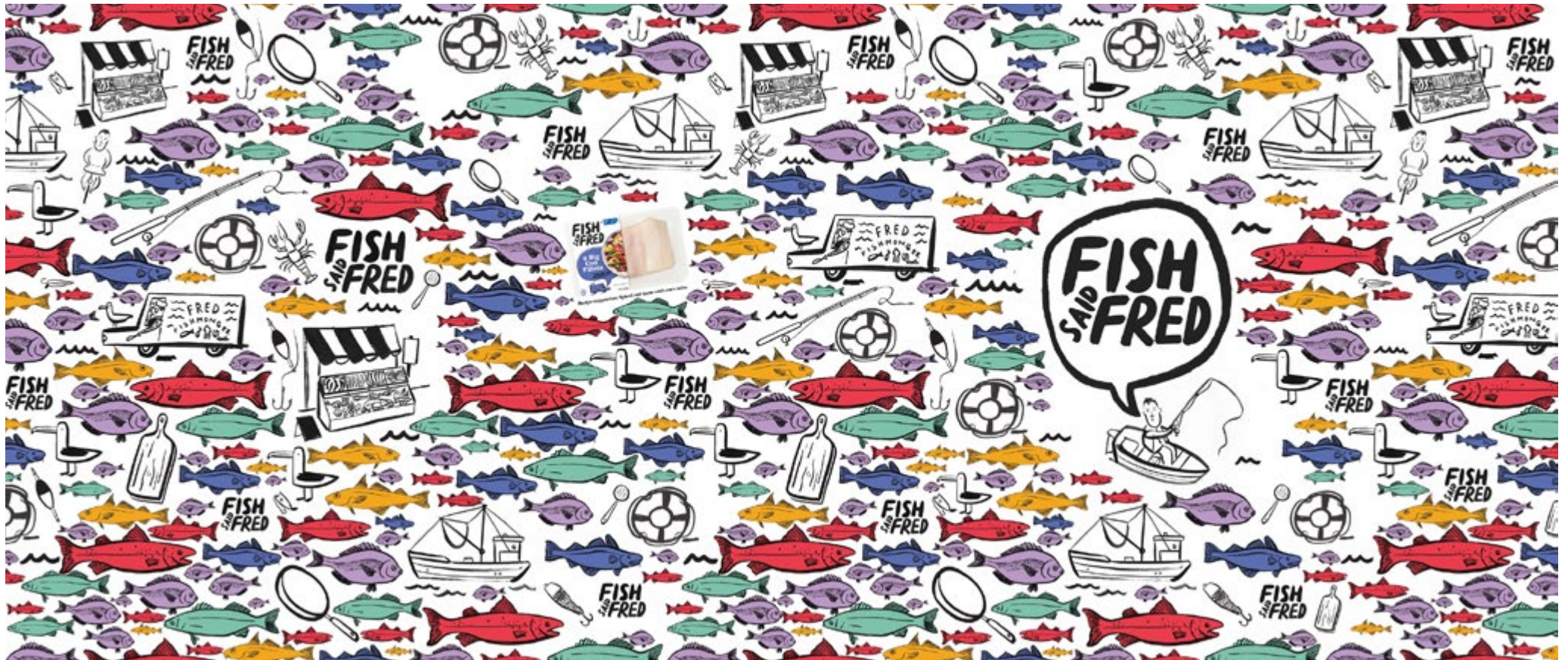
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# FISH SAID FRED

**Title:** Fish Said Fred

**Format:** Bus Wrap

**Date:** August 2023.



Fish Said Fred, a brand under the New England Sea Food banner, wanted to create a disruptive piece of artwork in London to promote their Oven-Ready range of meals. The brand is fun, cheeky and centres around Fred the Fishmonger and the slogan “the answer’s Fish said Fred.

The final artwork was a fun fish-filled illustration, making use of a bank of brand illustrations which captured all the different types of fish, coordinated to the packaging colours of the products and the story behind the Fish Said Fred brand. However the alternative designs created at pitch stage to win this business, were equally fun, referencing iconic designs by Kraken rum and the Jaws movie posters.







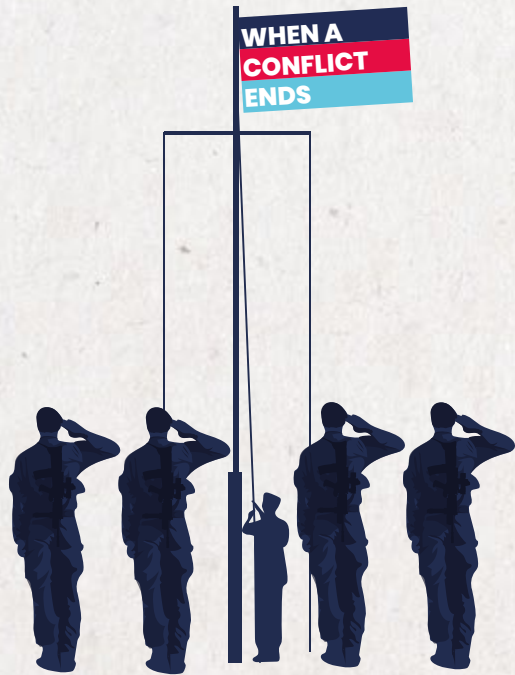
# HELP for HEROES

**Title:** The Veterans War  
**Format:** Social media animation  
**Date:** April 2023.



The Help for Heroes charity had just launched a new set of brand guidelines and created The Veterans War OOH advertising campaign with an external agency. Help For Heroes approached Global wanting to uplift their campaign with Radio and Social Media. However, this simple poster design was the only visual asset they had which adhered to the new branding or related to the campaign.

I suggested that perhaps we might animate the text to tell the story. Help For Heroes supplied some archive newspaper articles from the Sun and The Daily Mail which they also wanted to include. I redrew the iconic images from the newspapers and found images of recent conflicts that illustrated the powerful narrative created by David Greenwood in line with the new brand palette and fonts, to create an animated video to tell the story of The Veterans War. The following illustrations were added to the Help For Heroes brand asset library to shape the style of future campaigns.



**FOR SOME  
THE BATTLES  
DON'T STOP**



4 people are medically discharged from the Armed Forces every day.

**THEY JUST  
STOP MAKING  
HEADLINES**

**MIDNIGHT  
WAR STARTS**

Thursday, January 17, 1991

**BLITZ ON  
BAGHDAD**



**ILLUSTRATIONS:**

- 001: Last Salute at Camp Bastion
- 002: Heroes Support Heroes
- 003: The Battles Don't Stop
- 004: The Blitz on Baghdad
- 005: Reward Our Heroes
- 006: The Stretcher Barers

**COME ON...REWARD  
OUR FORCES HEROES**

**HELP OUR**



**HEROES**



# THE VIEW

FROM THE SHARD

The view from the shard stretches 40 miles, all the way to Windsor Castle. Being responsible for their social media content design, based on this fact alone, was easy. There was ample stunning imagery and time-lapse footage to post, each day. However, during my work on this campaign, I discovered some wonderful facts and statistics about The Shard and I turned these into a 4x4 grid, of animated infographics creating a Facebook Instant experience, where the user could scroll through some fun facts and statistic about each level of the Shard.







1

**Title:** Global Media internal branding  
**Format:** Brand / logo design / typography.  
**Date:** 2022 - 2023



The Select team work in the area of client business development for high value clients at Global. They do more than sell inventory, they do more than sell creative, more than create strategy, identify solutions and grow brands. For their clients, they are path finders and guides through Global's services. They open doors, they know the right people, they **unlock business potential.**

These words were the beginning of the iconography and strap line. The logo needed to be versatile and able to reflect any one of the many areas in which the Select team work. The team name 'Select', conjures up more than just quality, unique service and choices; the word select, is a call to action. It is an invitation to engage with Global's audio, visual and digital products.

[See the full project here:](#)



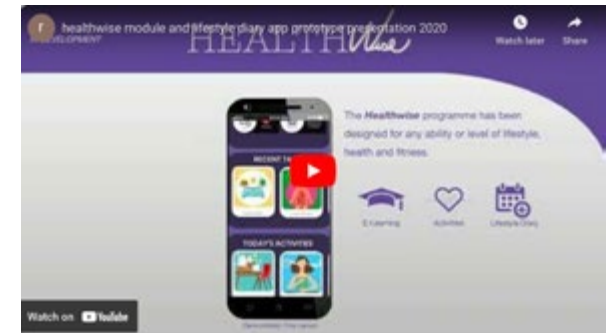
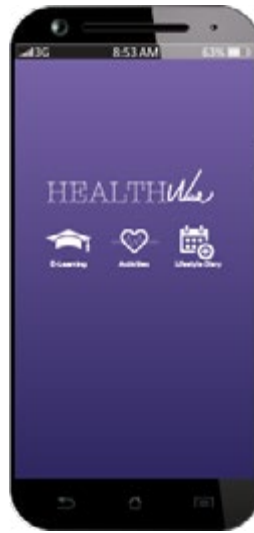
2



Created as part of a sonic logo for team branding, the **Creative Solutions** logo took some depth to create something representative of a team that spans multiple disciplines, skills and attributes.

Based on the golden ratio and the Fibonacci sequence as the link to what we hear (radio / formation of the ear), see (out of home media / formation of the iris) and feel (experiential media / formation of finger prints). I created the Creative Solutions typography using this method and animated it to build outwards from the pulse of an audio wave, so the end result reflects how we hear, how we see and how we feel and the creative products of Global Media.





HEALTHWise

I have been designing e-learning and interactive activities for the Youth Charter since 2006, before the word “App” was commonplace. I started in the days of Macromedia Flash, which became Adobe Edge and later Adobe Animate. I have created programs around sports, the arts, civil rights, conflict resolution and the environment in print and digital formats.

This App prototype was created in Adobe XD and was created to provide a healthy lifestyle tailored to the individual user and was supported by worksheets to be used in the classroom.

The framework allowed a learner to complete educational tasks and activities as part of a curriculum program and implement them into a lifestyle diary. This might be an exercise routine, mindfulness, healthy recipes, or a plan to achieve their life goals as part of their everyday routine.



E-Learning



Activities



Lifestyle Diary





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