

# Robert John

## Creative Lead

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London, UK

As a Lead Creative, the design approach taken revolves around a profound understanding of storytelling intricacies. Seamlessly integrating details, comprehensive solutions are shaped to create a memorable emotional impact on brands and projects.

Graphic Design/Creative Direction/Branding and Identity/Art Direction/Team Leadership/Project Management  
Live Events/Digital Marketing/Client Communication/B2B/B2C/Email/Marketing/Social Media/FMCG

### October 2022 - present Creative Lead/Director Poseidon Digital

Developed and created the pitch presentation assets which secured millions of dollars funding for the next phase of the startup.

Leveraging data-driven insights, visual branding strategies implemented across diverse immersive 360 experiences have captivated over 500,000 visitors to shows played across 1000s of venues in the United States helping to generate huge revenue.

- Lead an agile in-house and freelance design team
- Implement creative strategy and branding to deliver success
- Create brand guidelines for a tech startup, boosting brand consistency by 30% across marketing and website.
- Establish strategies and analyze trends to increase ROAS
- Approve and direct video and static ads which helped increase ROAS to over 200%
- Art direct print material and merchandise teams
- Conducted training for new hires, enhancing their skills and knowledge, leading to a 25% efficiency improvement.

### August 2022 - October 2022 (contract role) Creative Lead/Strategist TRL

- Produced presentations and decks to win new clients
- Delivered creative direction oversight leading to sales
- Formulated strategies and trend analysis to formulate working plans for increased efficiency.

### April 2022 - August 2022 (contract role) Design Director Mozzington

Delivered creative direction for the latest Ofcom annual report with a reduced team to generate more profit for the company, refreshing the visual branding with a new and bold identity that reflected the organization's new roles and reached millions of people across the UK.

- Directed and mentored a team of 3 in-house designers and 3 freelance designers; collaborated on 20+ successful projects, resulting in a 30% increase in client satisfaction and a 15% boost in repeat business.
- Conducted winning client pitches generating new business
- Implemented clear creative direction leading to client satisfaction increase by 20%
- Developed branding elements and style guides
- Business strategies and trends with marketing teams to increase sales for clients

### Skills

Visualization  
Brainstorming  
Creative strategy & planning  
Brand strategy  
Leadership  
Project oversight  
Pitching & presenting  
Adobe Creative Suite  
Illustrations  
High level Photoshop  
Video production  
Art direction  
Stained glass artist  
Photography  
HTML 5 Banners  
Responsive Banners

### Achievements

Webby Award official nominee  
Published artist & author  
Feature artist in five exhibitions  
Public speaking for charities  
Work has featured in:  
Timeout  
Daily Mail  
BBC Radio Robert Elm interview  
Practical Photoshop  
6Music  
Big Issue  
Culture Trip  
Foyles  
Waterstones  
Libreria  
Blackwells

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### April 2018 - April 2022

#### Lead Designer

##### BBC Studios, Branding & Merch

Revamped the CountryFile and Gardeners' World brands, captivating millions worldwide and saving the company over £25,000 by winning the opportunity to redesign in-house.

Designed a 360 campaign and curated an immersive Hey Duggee Exhibition at the Design Museum, drawing 1000s of visitors and generating £1000s of PR coverage value.

- Merchandise design and product development
- Produced distinctive iconics for prominent brands
- Execute a 360 campaigns across print, live events, and online platforms
- Provided branding, design, and strategic initiatives
- Managed projects, schedules, and budgets
- Presentation decks
- Crafted product packaging designs

### March 2014 - April 2018

#### Creative Lead

##### BBC Worldwide Live Events

The Doctor Who Live Event design captivated millions worldwide and attracted thousands of visitors, generating a massive amount of PR and saving over £10,000 by managing and completing the project in-house.

The Sherlock Cinematic campaign earned almost £40,000,000 in revenue, garnered widespread acclaim, and deployed across the UK, US, and EMEA regions, creating a significant impact on PR.

- Lead Conceptualizing and brainstorming
- Designed event signage and displays
- Created event posters
- Visualised immersive experiences
- Developed and strategize branding initiatives
- Project oversight
- Pitched and delivered presentations

### March 2004 - April 2014

#### Senior Designer

##### Zentertain

Crafted a brand aesthetic and tone for the sensational Luther TV series packaging, featuring the incomparable Idris Elba.

Developed several top merchandise branding guides saving the company well over £20,000 regularly.

- Designed key art for DVD and Blu-ray releases
- Art directed on/off site photo shoots
- Lead and trained teams with expertise and enthusiasm
- Conducted interviews and providing support to new team members

### July 1999 - March 2004

#### Graphic Designer - VCI Plc

### May 1998 - July 1999

#### Junior Designer - Town Group Creative

### Software

Aobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe After Effects  
Adobe Acrobat DC  
Media Encoder  
Google Web Designer  
Wordpress  
Cpanel  
Clip Studio  
Adobe XD  
Figma  
Keynote  
Microsoft Word  
Microsoft PowerPoint  
Google Drive  
Google Slides  
Adobe Express  
Canva  
ChatGPT  
AI Images  
Slack  
Trello

### Education

BA Honours Graphic Design

## Other key roles

Published author & artist

Curator & exhibited artist

Workshops & public speaking