

Scott Parkin

About Scott

With wide-ranging experience across the creative industry for over 6 years, I am looking to focus my varied skill-set into a Creative/Digital Designer role. In my previous position of 4 years with dR Agency, I have played a vital role in shaping the direction of brands, working across a range of sectors, and have taken a leading role on many digital, animation and full website projects. Working with autonomy for the past two years - in the absence of a Creative Director, has enabled the delivery of a more forward-thinking approach to the art direction and strategy of brands. Greater depth, knowledge and appreciation of the whole story, from planning and strategy to creative output, has developed me into a stronger designer/ animator/creative.

My earlier career as a designer/animator/creative included setting up, in partnership, my own design studio, freelancing with various agencies across Leeds, including Brass Agency (on a long-term basis) and interning at a film production company (Crowns & Owls) – where I took on concept writing, set design, grip, foley and voice recording and even some cameo acting appearances.

Aside from a keen interest in the familiar fields of Art, Design and Illustration, I have a particular love for architecture – with Modernism and Brutalism being my favourite architectural movements. I also enjoy my long-time hobby of playing the guitar, and have recently been exploring ‘live looping’ as a way of building music tracks – combining both guitar and keyboard to layer sounds. My next musical challenge is to learn the banjo. Having recently become a father, I am steadily getting back into my casual physical hobbies of running and cycling, and have also taken up bouldering – which is an exciting new challenge. When I find a bit of extra time I like to get lost in a good video game, podcast or audiobook.

Curriculum Vitae

Employment

dR Agency		
Digital/Creative Designer	Experience	Clients
2015 – 2019	<ul style="list-style-type: none">Campaign ConceptsBrand creationBrand guidelinesFull website designMulti-channel campaignsAnimationBrand strategyPositioningArt direction	<ul style="list-style-type: none">ASDA PhotoInterfloor (Home improvement)Higher Education AcademyFulcrum (Utilities)Loyalty Works (B2B)Lowell (Financial/Credit Management)Fitrite Direct (Home improvement)
VISTA, HUB-MDP		
Freelance Designer	Experience	Clients
2015	<ul style="list-style-type: none">Creative artworkingWeb designDigital/print campaignsEvent-based collateral	<ul style="list-style-type: none">Lloyds BankBMWWeber Barbecues
Esgate & Parkin		
Owner/Designer	Experience	Clients
2013 – 2016	<ul style="list-style-type: none">Brand creation/conceptsWeb designPowerpoint design	<ul style="list-style-type: none">Turk's Head/Whitelock'sTrinity McQueenMax SkiHoardtek
Brass Agency		
Freelance Designer	Experience	Clients
2013 – 2015	<ul style="list-style-type: none">Graphic design for digital and printVideo editing, animationStudio photographyStop motion animation	<ul style="list-style-type: none">LucozadeRibenaSensodyneHariboMaoam
Crowns & Owls		
Junior Assistant	Experience	Clients
2012	<ul style="list-style-type: none">Film production/planningSet designGraphic designTreatment writing	<ul style="list-style-type: none">Arsenal FCCeltic FCJohn Smedley

Qualifications

Bath School of Art & Design	2009 – 2012
BA (Hons) Graphic Communication – 1 st Class Honours	
<hr/>	
Leeds College of Art & Design	2008 – 2009
UAL Level 4 Foundation Diploma – Merit + NCFE Certificate in Creative Craft	

Skills

- Branding / Art Direction
- Motion Graphics
- Storyboarding
- Copywriting/concepts
- Audio sourcing and editing
- Scamping
- Film Editing + Grading
- Digital Design
- Responsive Web Design
- Web design for CMS
- Responsive Email Design
- Design for Print / Artworking
- Photo Retouching
- Basic HTML + CSS
- Basic 3D Modelling

Tools

- Highly Competent with:*
- Illustrator
 - InDesign
 - Photoshop
 - After Effects
 - Premiere Pro
 - Sketch
- Also competent with:*
- On-location film shoots
 - Studio Photography
- Some familiarity with:*
- Cinema 4D
 - Blender
 - HTML + CSS

Higher Education Academy Re-brand

Full re-brand and multi-channel collateral production for a higher education consultancy, aimed at supporting and collaborating with HE institutions to enhance the quality of teaching. The re-brand consisted of logo redesign, brand look & feel, brand guidelines, tone of voice considerations and strategic launch collateral, as well as continuously working with the client on a wide range of multi-channel projects and campaigns.

Objective

Brand evolution to compliment new strategy and positioning developed from extensive audience research.

Strategy & Positioning

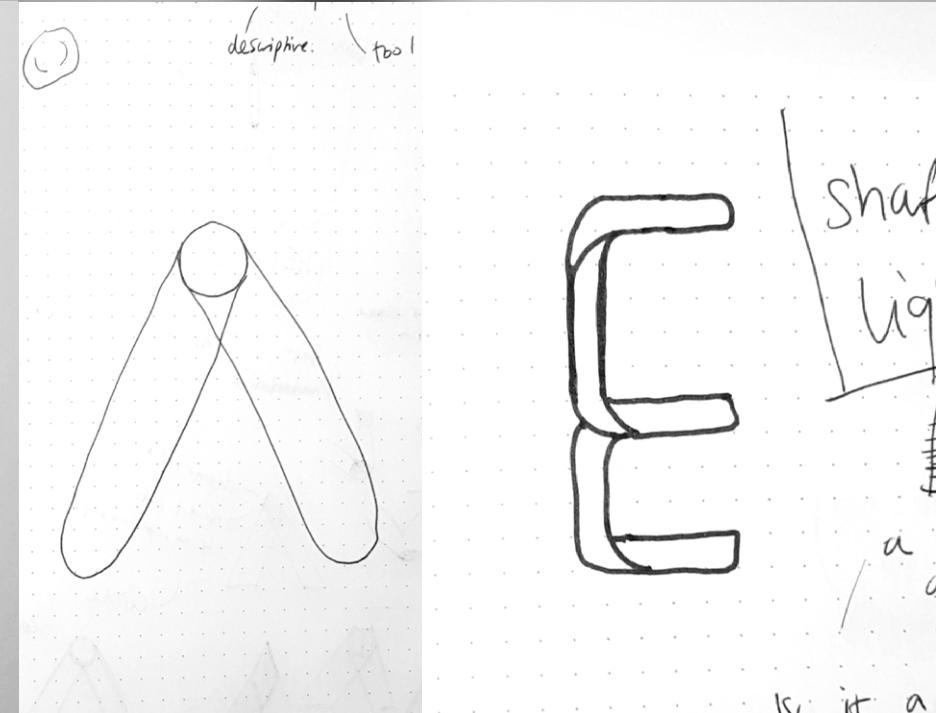
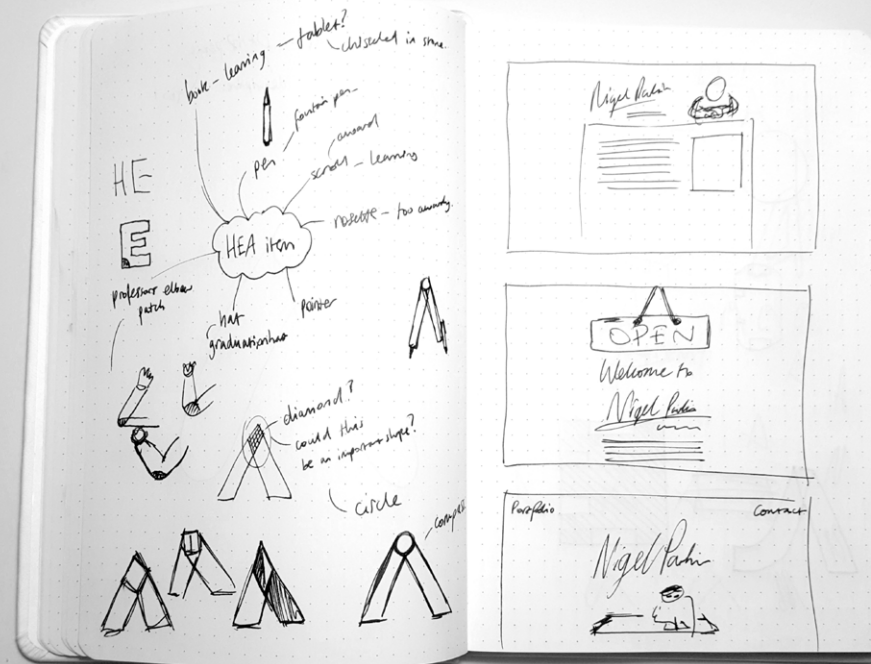
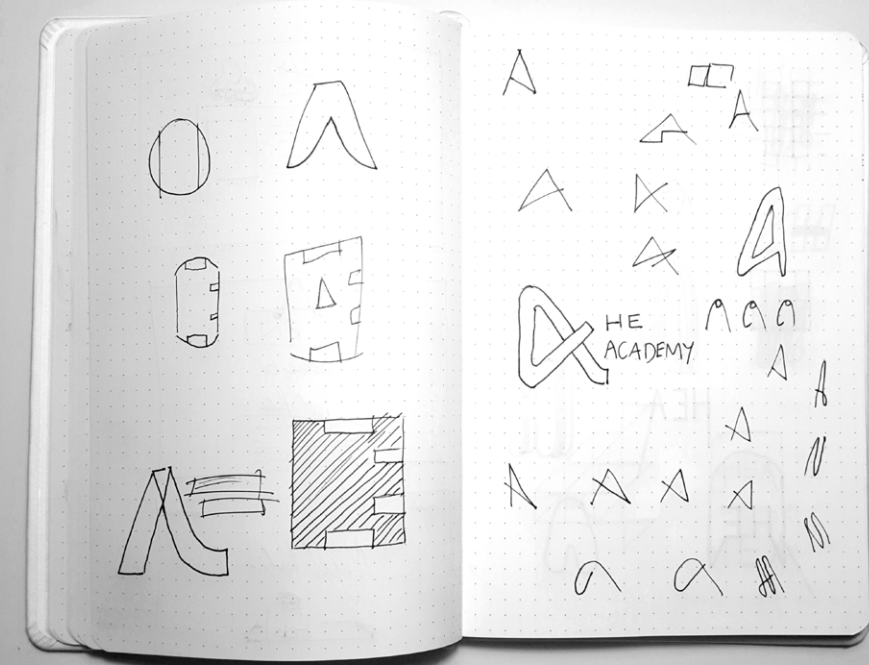
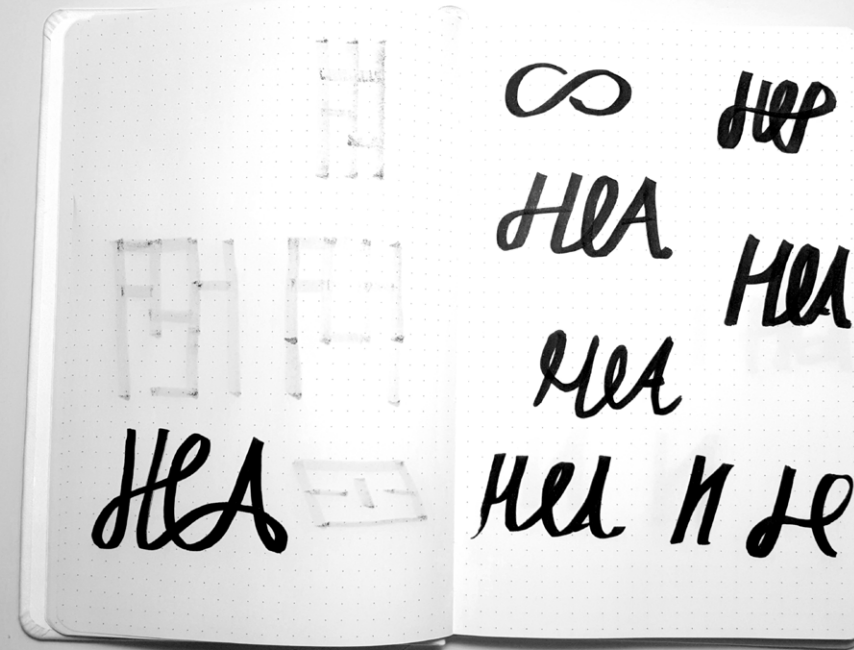
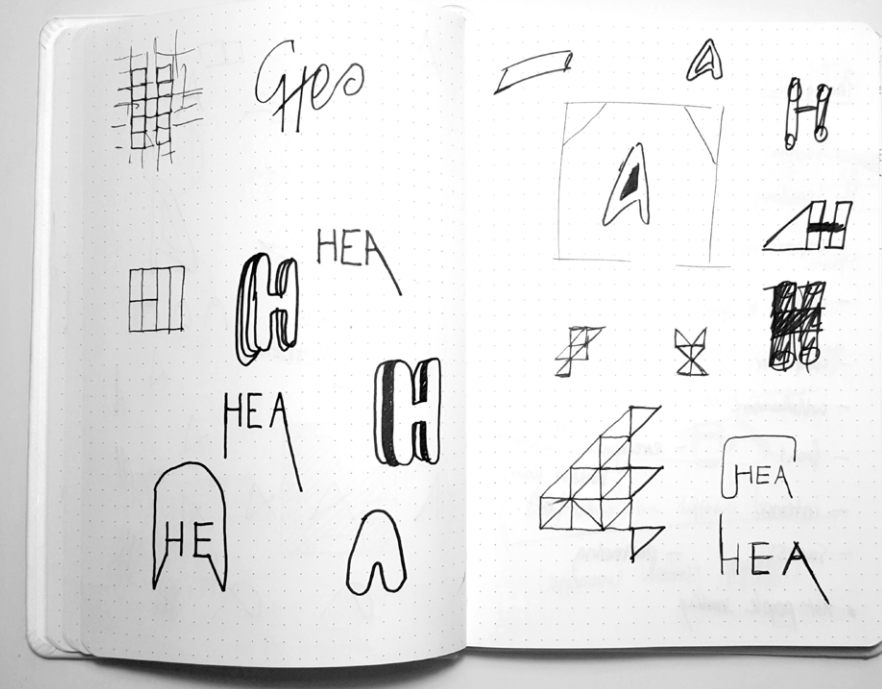
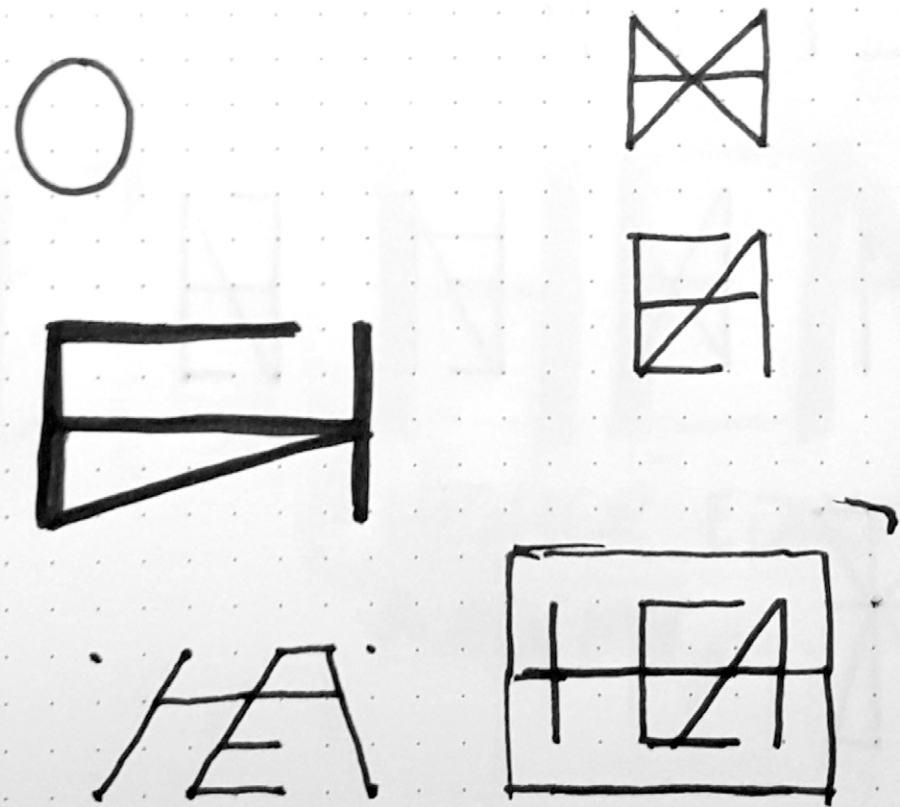
Through a striking, consistent and recognisable brand, working with strong and confident messaging, we would change the sector's perception of the HEA into a respected, world-class leader of transformation within Higher Education

Deliverables

Identity
Look & feel
Brand stationery
Press ads
Website
Digital ads
Building livery
Internal comms
Brand guidelines
Brochures
Sub-branding
Animations



- Continuously - looping, forever
- improving - quality
- teaching - knowledge, interaction.
- Quality - secure, built to last.
- Higher education - universities, advanced.



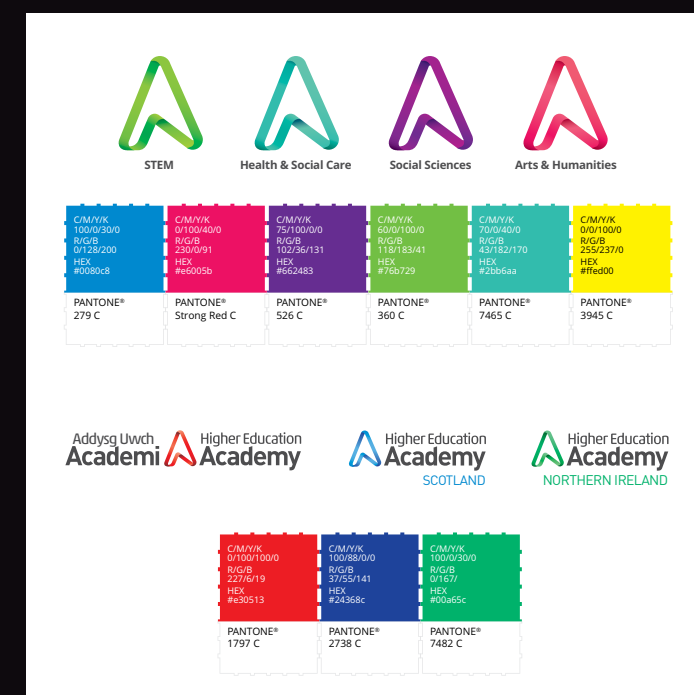
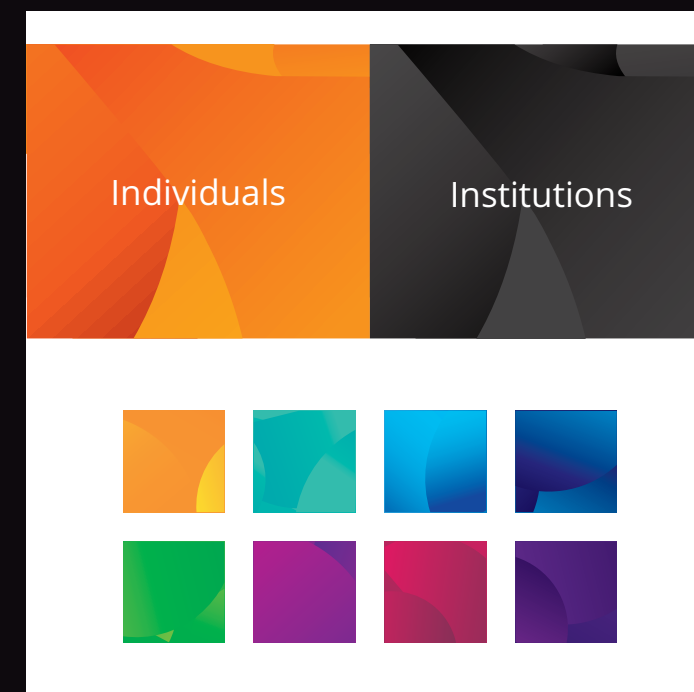
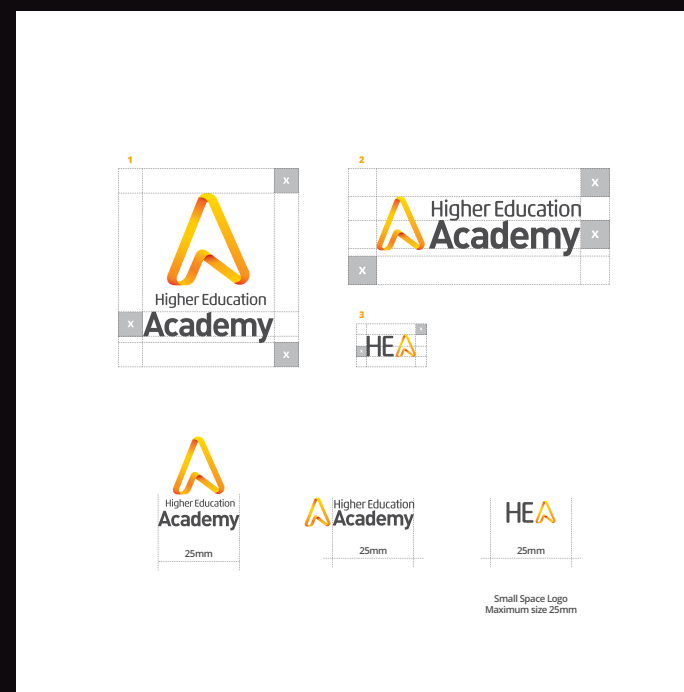
Higher Education Academy



Higher Education Academy / Re-brand

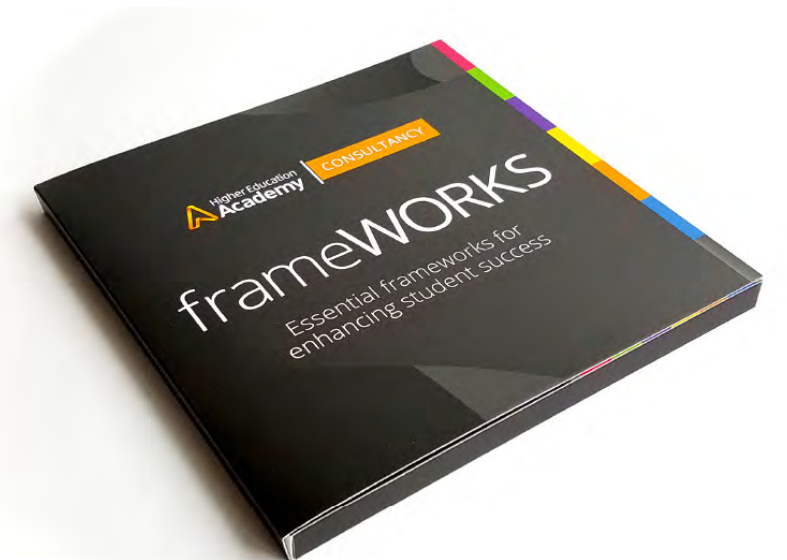
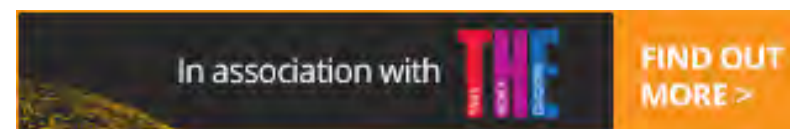
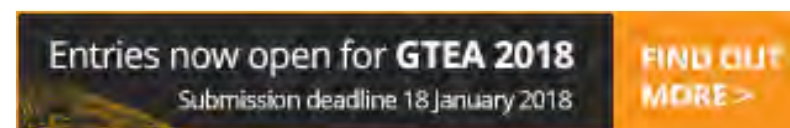
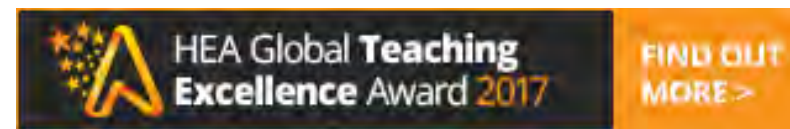
Creation of 'mobius/ribbon' logo, symbolising the continuous effort to make teaching better. Development of photography style using the ribbon as an extension of the logo and echoing the brand story of 'continuously improving teaching quality'.

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Higher Education Academy / Brand guidelines

Brand guidelines including sub-brands, use of photography, colour groupings/patterns, icons etc. I took responsibility for making sure the brand guidelines were coherent, adaptive and precise, and in turn learnt a lot about the gravity of developing such a document to protect the integrity of a brand and its story.



Higher Education Academy / Various projects

Digital banners and identity creation for HEA Global Teaching Excellence Award. Ribbon illustration for HEA headquarters internal wall graphics. Identity and collateral for HEA's frameWORKS consultancy offering, including printed presenter pack and microsite.

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Advance HE Connect – brand and campaign

For this higher education sector client, I created a sub-brand for an online community platform for HE professionals - called 'Advance HE Connect'. Working with the existing master brand logo, I created a mark and visual style that would be striking, intriguing and ultimately communicate very quickly what it was all about. From digital banners, to print ads, to a promotional animation - this is a great example of my skills in creating a full multi-channel marketing campaign as lead creative/art director.

Objective

Sub-brand creation for an online networking platform for higher education.

Strategy & Positioning

To support AHE's existing proposition of bringing people together to enhance the quality of teaching in higher education, as well as clearly and distinctly communicate the key benefits of 'Sharing, collaborating and connecting' with HE peers worldwide.

Deliverables

Concepts

Identity


Look & feel

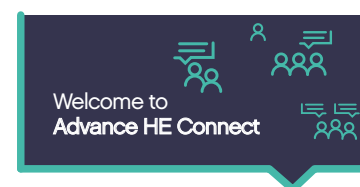
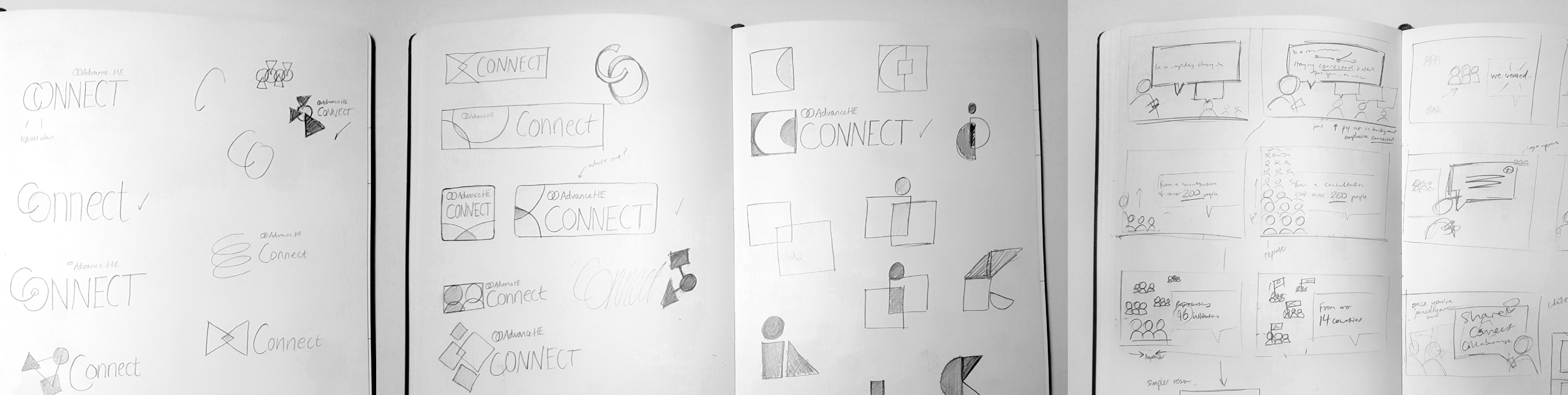
Press ads

Digital ads

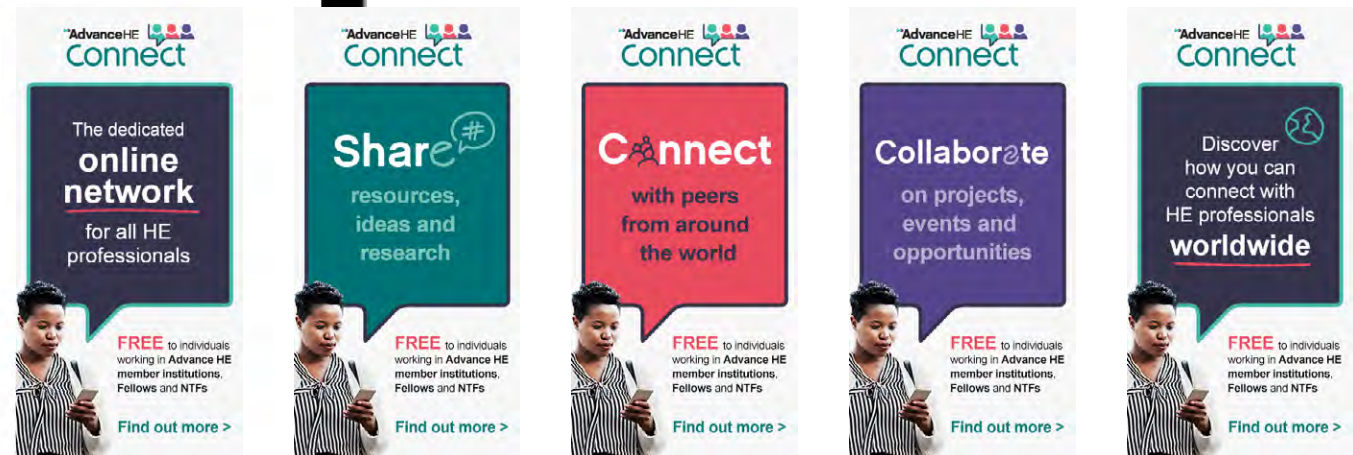
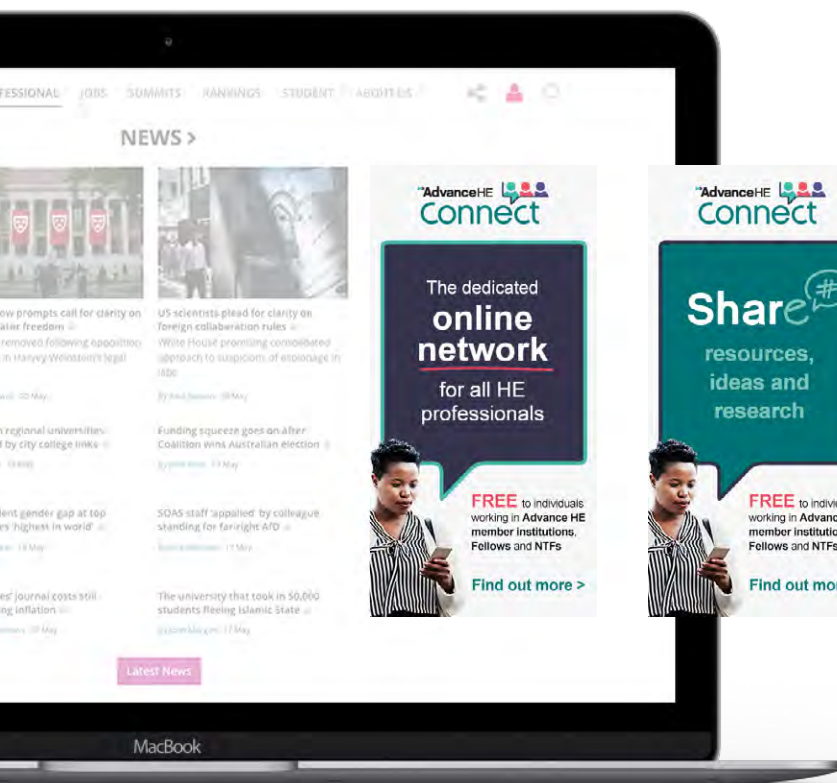
Pull-up banners

Animations

Share  Connect  Collaborate







ASDA Photo

The ASDA Photo sub-brand focuses on highly personalised photo gifts and products – from framed photo prints to photo cushions and even 3D printed self portraits – aimed at parents, families and couples. Mainly working with identities created externally, my work for ASDA Photo was predominantly digital and print creative artworking for national campaigns.

Objective

Produce engaging and on-brand digital and print collateral in line with national campaigns.

Strategy & Positioning

Working with ASDA Photo's key theme of 'Made Personal', these products were aimed at families, parents, couples etc. that wanted to create highly personalised gifts for loved-ones.

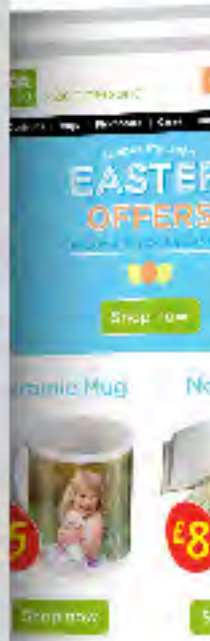
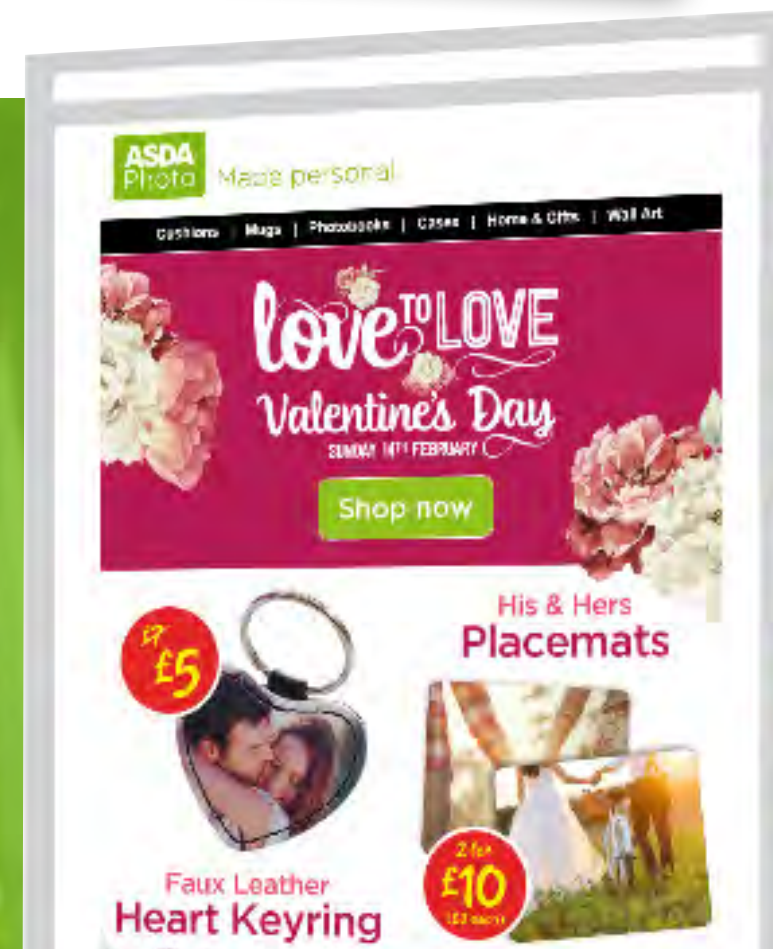
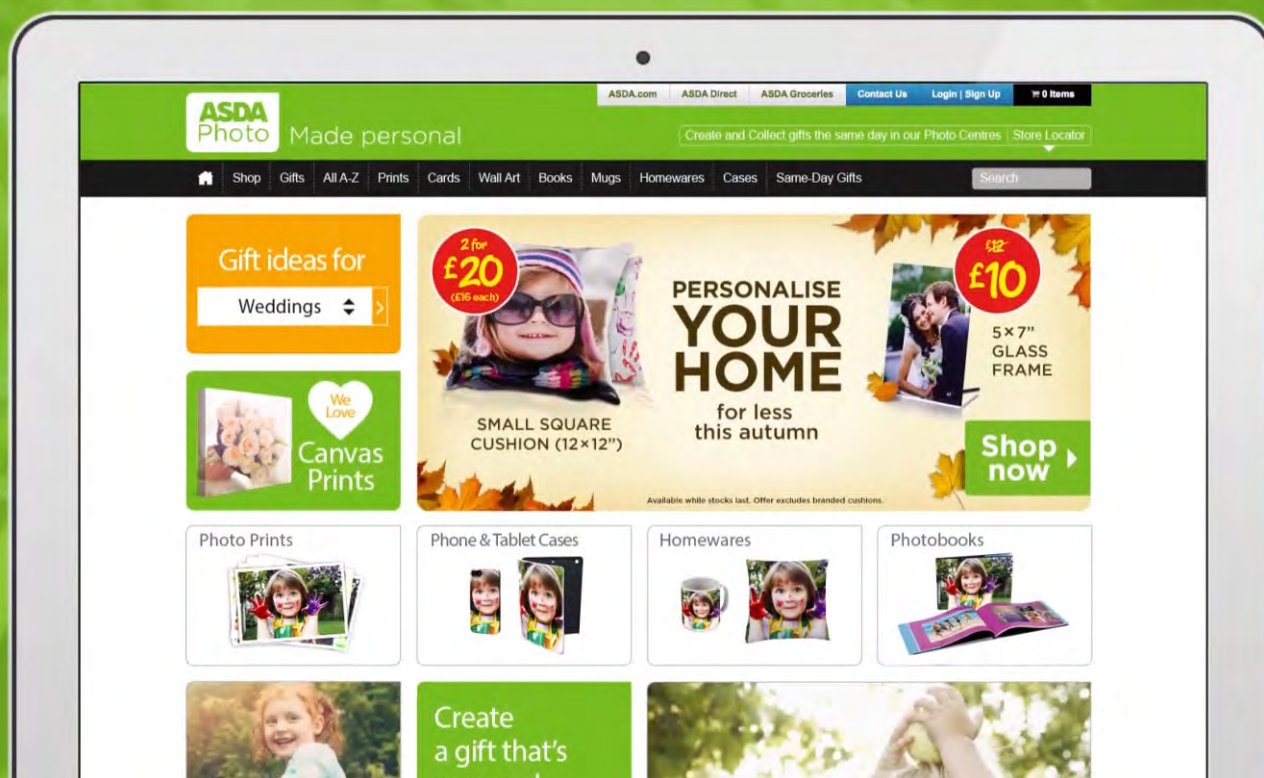
Deliverables

Website banners
Digital ads
In-store digital display
Press ads
Printed collateral
Email design
Landing page design

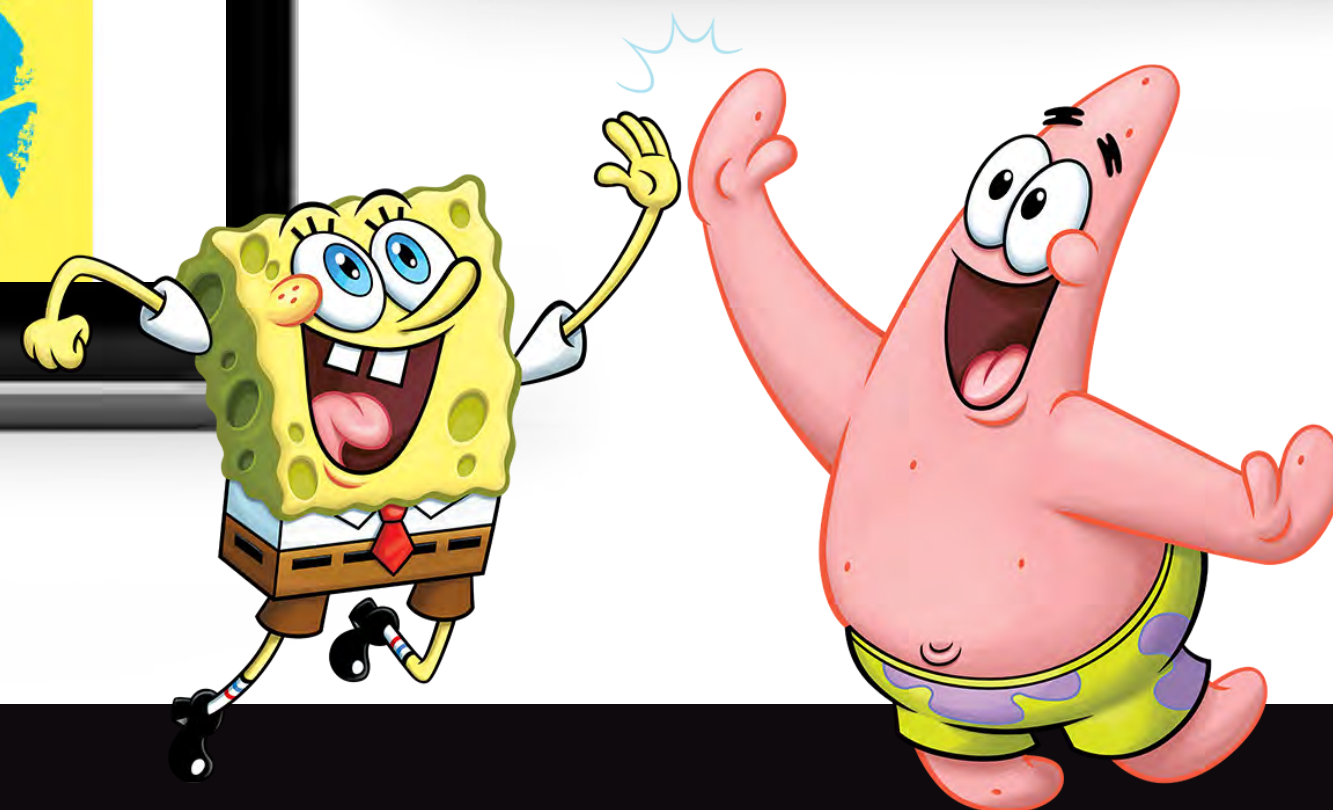
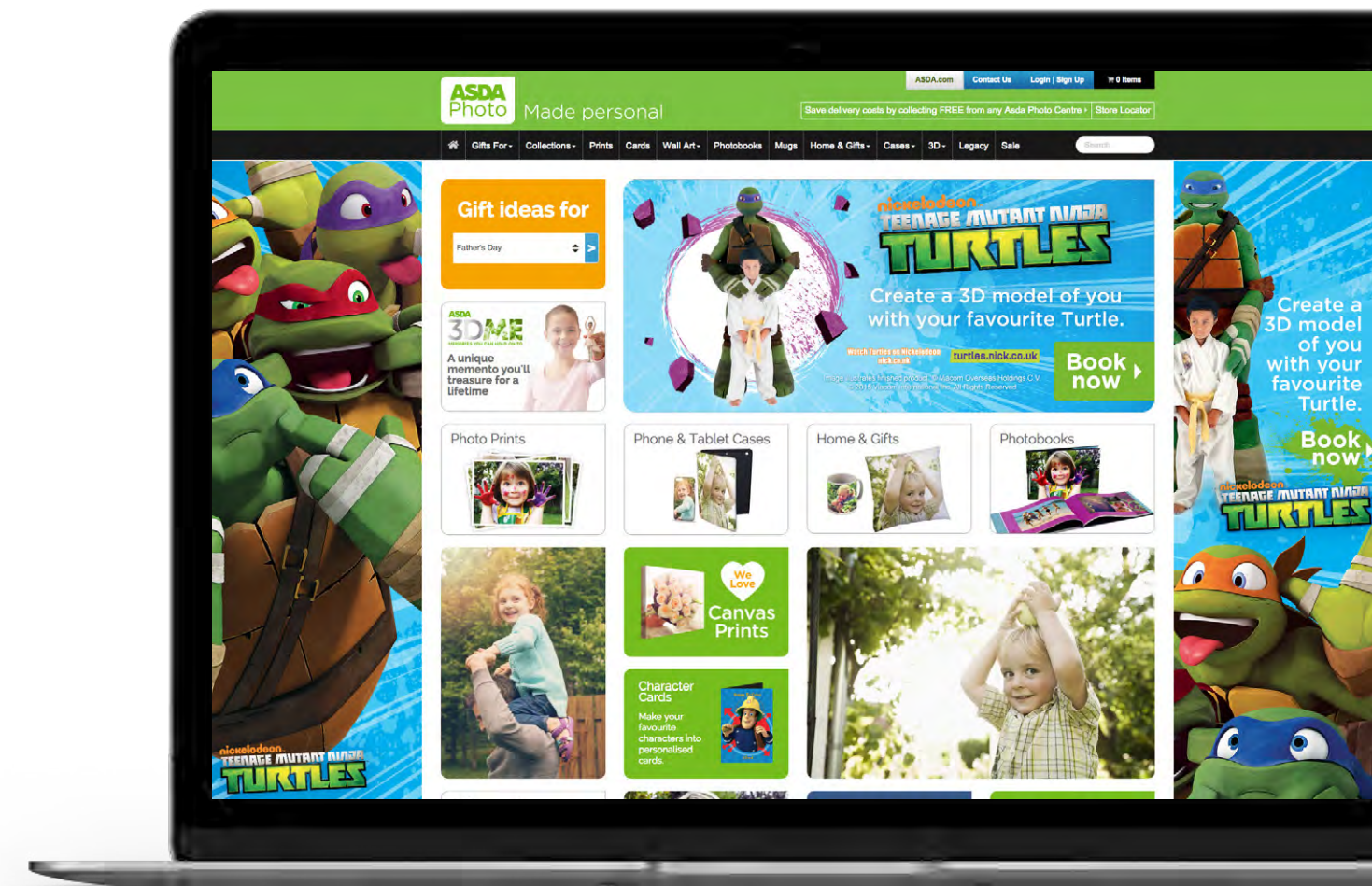
ASDA
Photo

Made personal



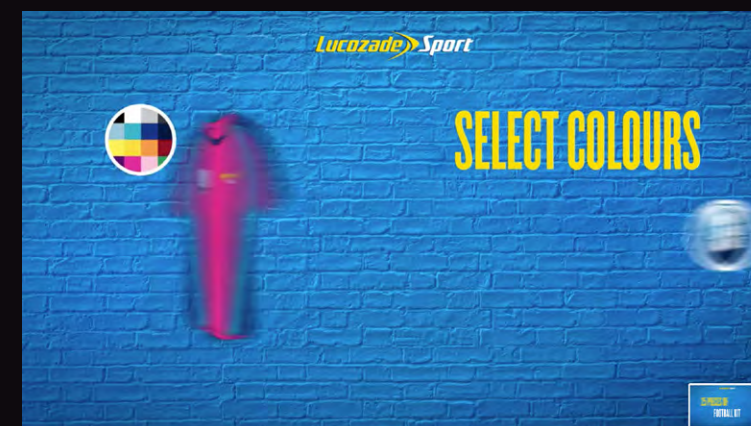


ASDA Photo / Seasonal campaign digital and print collateral/artworking
Email design and build, digital banners, print collateral and in-store screen displays for a wide variety of ASDA photo seasonal campaigns – working alongside their respective national master campaigns.





Lucozade Energy and Lucozade Sport – Social





Lucozade Energy and Lucozade Sport / Social campaigns
Graphics, studio photography and digital painting for a range of social media campaigns.



Vichy – Social



Strengthening and developing Fulcrum's nationwide utility brand

Brand development, art direction and multi-channel comms for a nationwide utility services provider. Throughout a long relationship with this client, I have worked across a vast range of projects including: full website design from first concepts, to creating design systems to work well as a CMS, to working with developers in the final site build; internal comms (sub-branding, wall vinyls); printed sales presenters, animations and much more.

Objective

Bring new life and energy to the existing Fulcrum brand, with application across a wide range of media from website to van livery.

Strategy & Positioning

To retain a market leading edge within the highly competitive multi-utility sector, standing up as forward thinkers with advanced skills, knowledge and expertise. A thought leader. To achieve recognition as the UK's most trusted utility services partner, the first choice. Number one in class.

Deliverables

Photography ownership
Brand guidelines
Internal Comms
Fleet livery
Website
Display ads
Email campaigns
Sales presenters





Fulcrum / Art direction / Brand development

Development of 'Streamlines' brand device – symbolising the energy delivered to homes and businesses across the nation and a reflection of the brand mark. In a sector of high vis and hard-hats, Fulcrum needed strong brand differentiation that also communicated their value proposition.

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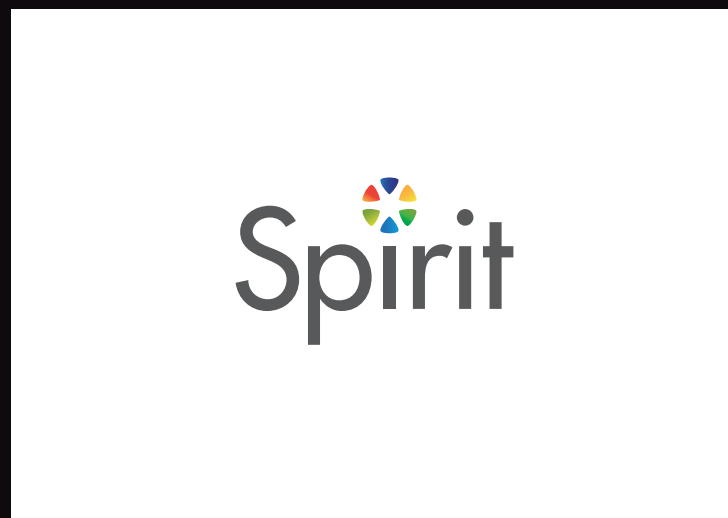


Fulcrum / Website design

Full website from concept to completion, with high consideration for user journey and user experience throughout.

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Fulcrum / Art direction / Internal Comms

Internal Comms sub-branding and values creation, expressed through wall vinyls installed throughout Fulcrum's headquarters. The SPIRIT mark and values shapes were derived from the internal white space of the Fulcrum logo.

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Ribena – Social



Ribena / Skydiving Berry animation
3D modelling/animation of Ribena Berry paired with motion graphics.



Ribena / Moving image social campaign
Studio filming/stop motion animation for promotional social media posts.

Repositioning Loyalty Works for the trade sector

Loyalty works, originally First4Loyalty, offers a service for building customer loyalty in the B2B sector. Having identified huge potential within the trade distribution sector where low spending accounts could be targeted, a new look and feel was required that would be more relevant to this audience. The brand and website would communicate to trade distributors and suppliers that wanted to implement loyalty schemes for their own customer base. With a requirement to retain a particular identifiable shape from the existing brand, this constraint became an opportunity rather than a hindrance and formed the basis for a distinctive look and feel.

Objective

Re-brand and re-positioning, executed through a new website.

Strategy & Positioning

Targeting customer loyalty in the trade sector. Through a vibrant and striking look & feel, Loyalty Works would stand out to its relevant audience by separating itself - both visually and tonally - from other trade-based brands.

Deliverables

Concepts
Identity
Look & feel
Website
Animation



**LOYALTY
WORKS**




LOYALTY
WORKS

What We Do ▾Real Results ▾Our Approach ▾About Us ▾Contact

Protect and build your market share

Our personalised schemes help you compete with the big nationals - with their bigger budgets and bigger buying power.

Learn more




LOYALTY
WORKS

What We Do ▾Real Results ▾Our Approach ▾About Us ▾Contact

Pure brilliant results

Loyalty Works works really well for builders merchants, plumbers merchants, timber merchants, plant and tool hire, electrical wholesalers and flooring distributors.

Learn more




LOYALTY
WORKS

What We Do ▾Real Results ▾Our Approach ▾About Us ▾Contact

Our approach delivers measurable results

Don't just take our word for it – see the real results we've achieved for real clients.

Learn more




LOYALTY
WORKS

What We Do ▾Real Results ▾Our Approach ▾About Us ▾Contact

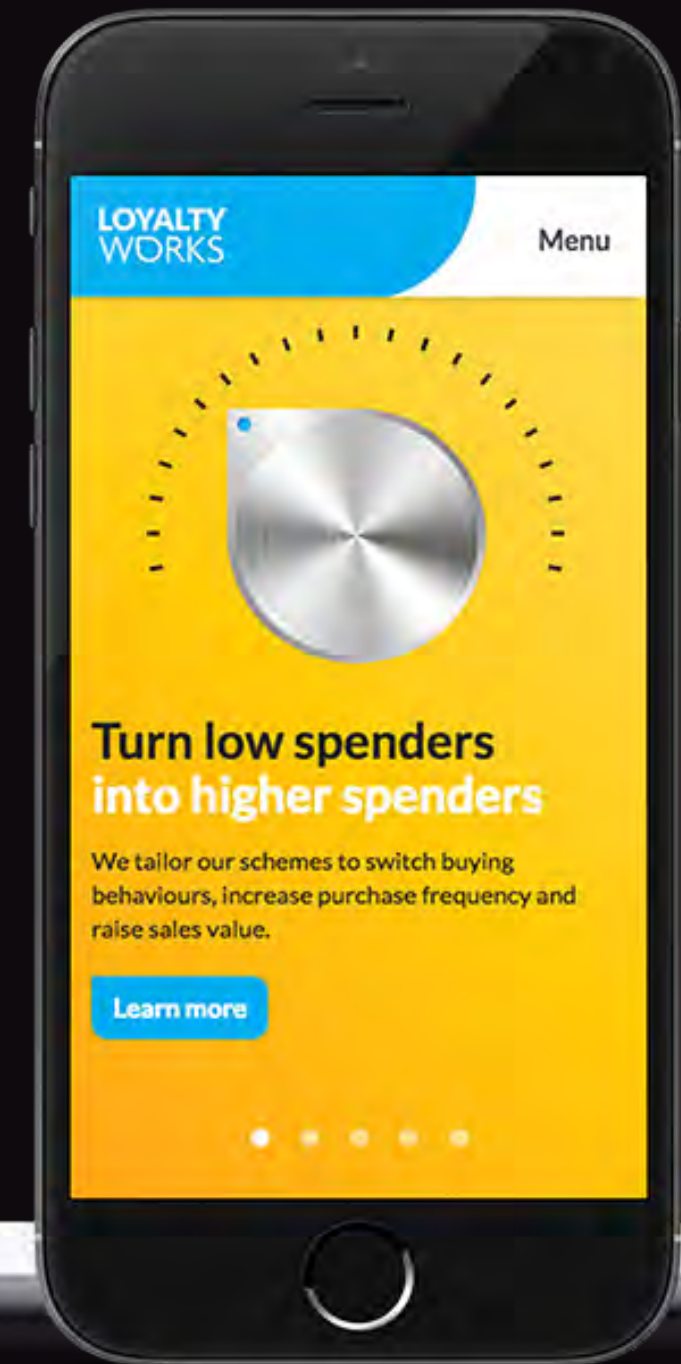
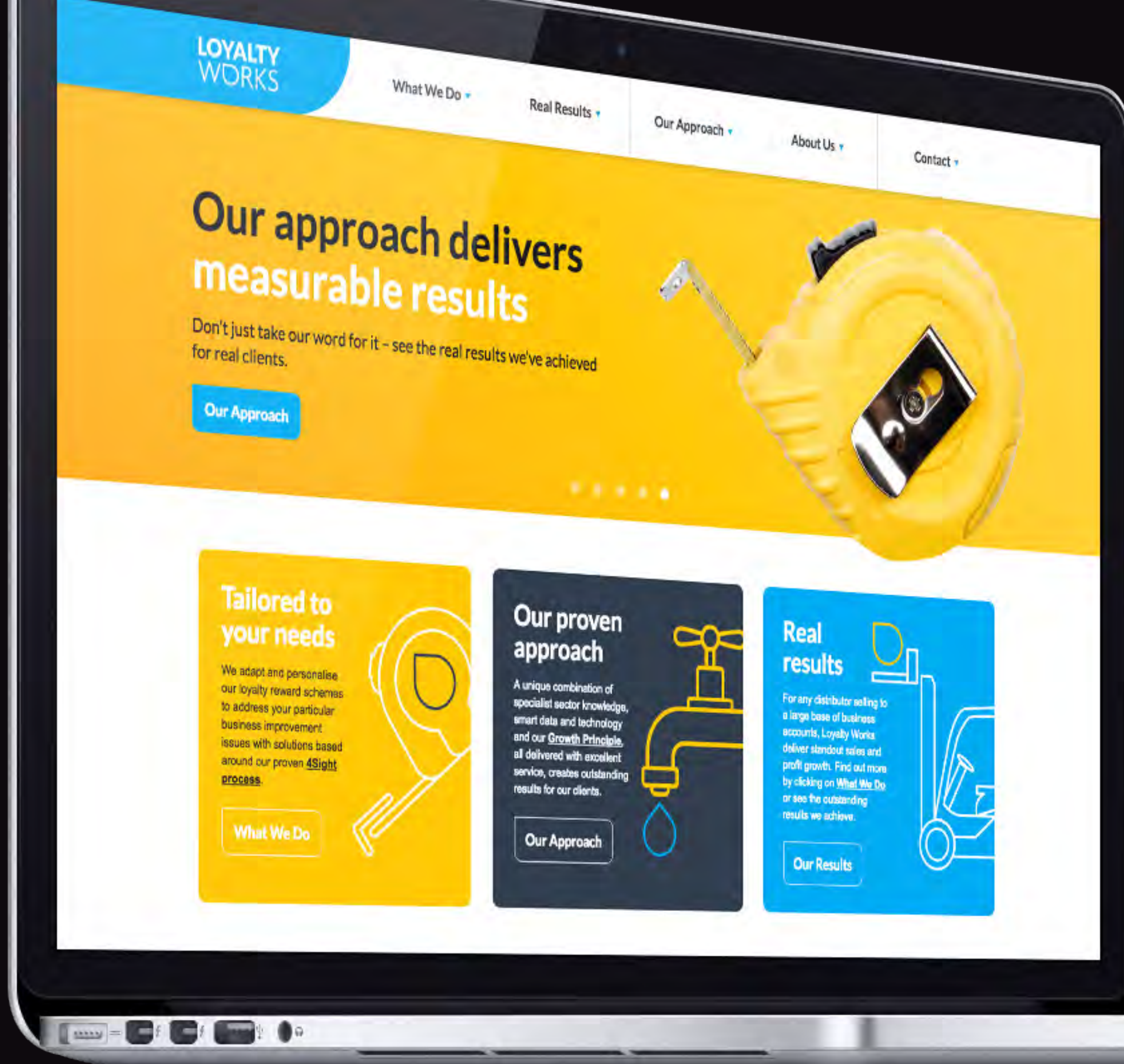
We adjust our schemes to fit your needs

We really get to grips with your specific issues and create a solution that does the job.

Learn more







Loyalty Works / Full re-brand, website design, motion graphics
Brand guidelines including sub-brands, use of photography, colour groupings/patterns, icons etc.

Bringing character to Interfloor's hidden product

Interfloor's carpet underlay has a range of benefits that needed to be communicated to the audience in an interesting and engaging way. The typical customer for carpets does not go into the buying process with carpet underlay in mind, and the product doesn't look very exciting in itself – so creating a really striking and engaging campaign was necessary to get the attention of those passive buyers. One of the routes for this campaign was 'The Comforteers', a group of characters that described the benefits of the product. They are like the unseen workers, the hidden force behind a comfy, durable, bouncy, deep, warm carpet.

Objective

Develop an exciting consumer campaign for carpet underlay.

Strategy & Positioning

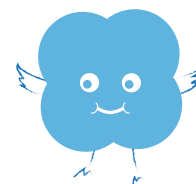
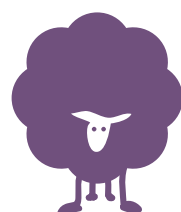
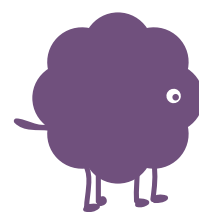
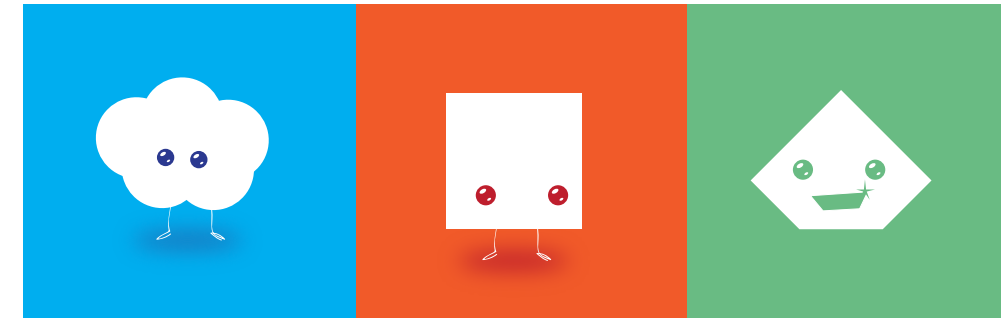
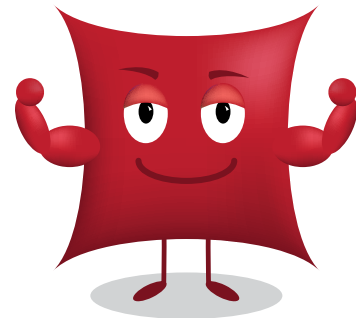
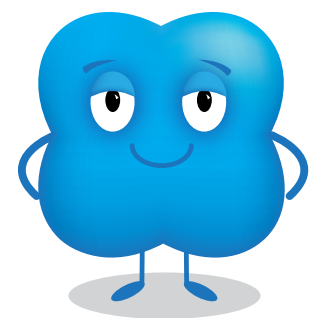
By giving life and character to a product that is typically unseen (under carpets), Tredaire should seem like the obvious go-to option when consumers are choosing underlay (typically bought as an additional purchase with their carpet).

Deliverables

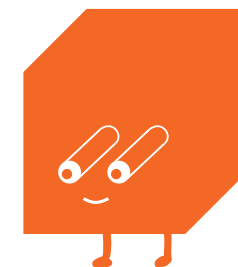
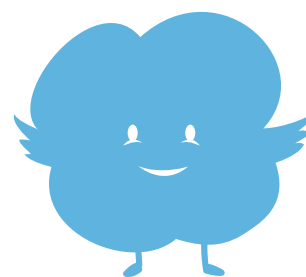
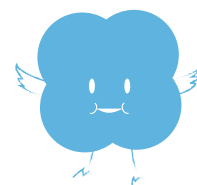
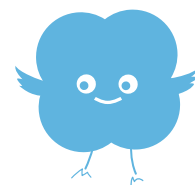
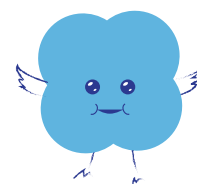
Campaign concepts
Animations
Digital banners
In-store displays
Promotional leaflet



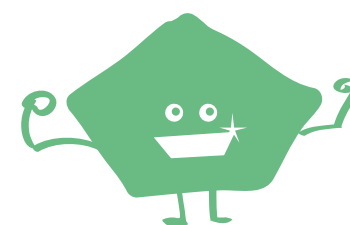
TREDAIRE®



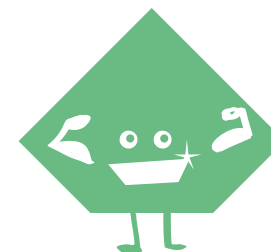
comfort



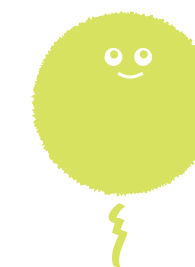
deeper



stronger



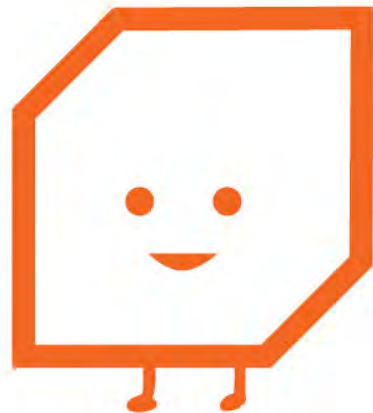
bounce



The Comforteers



warmth



depth



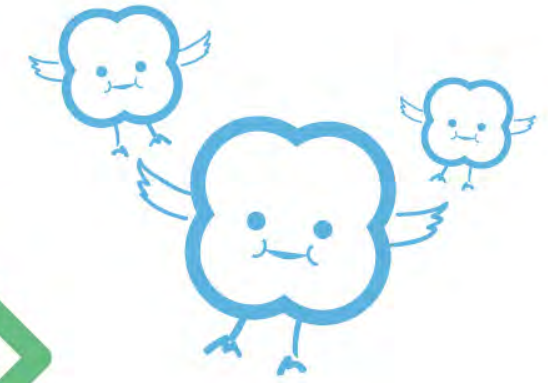
bounce



lovable



durability



comfort

Cozee

Snuggles

Snuggsy

Dippy

**Johnny
(Johnny Depth)**

Boingy

**Rebo
(Rebound)**

**Amy
(Amy Amour)**

Beatrice

Muscles

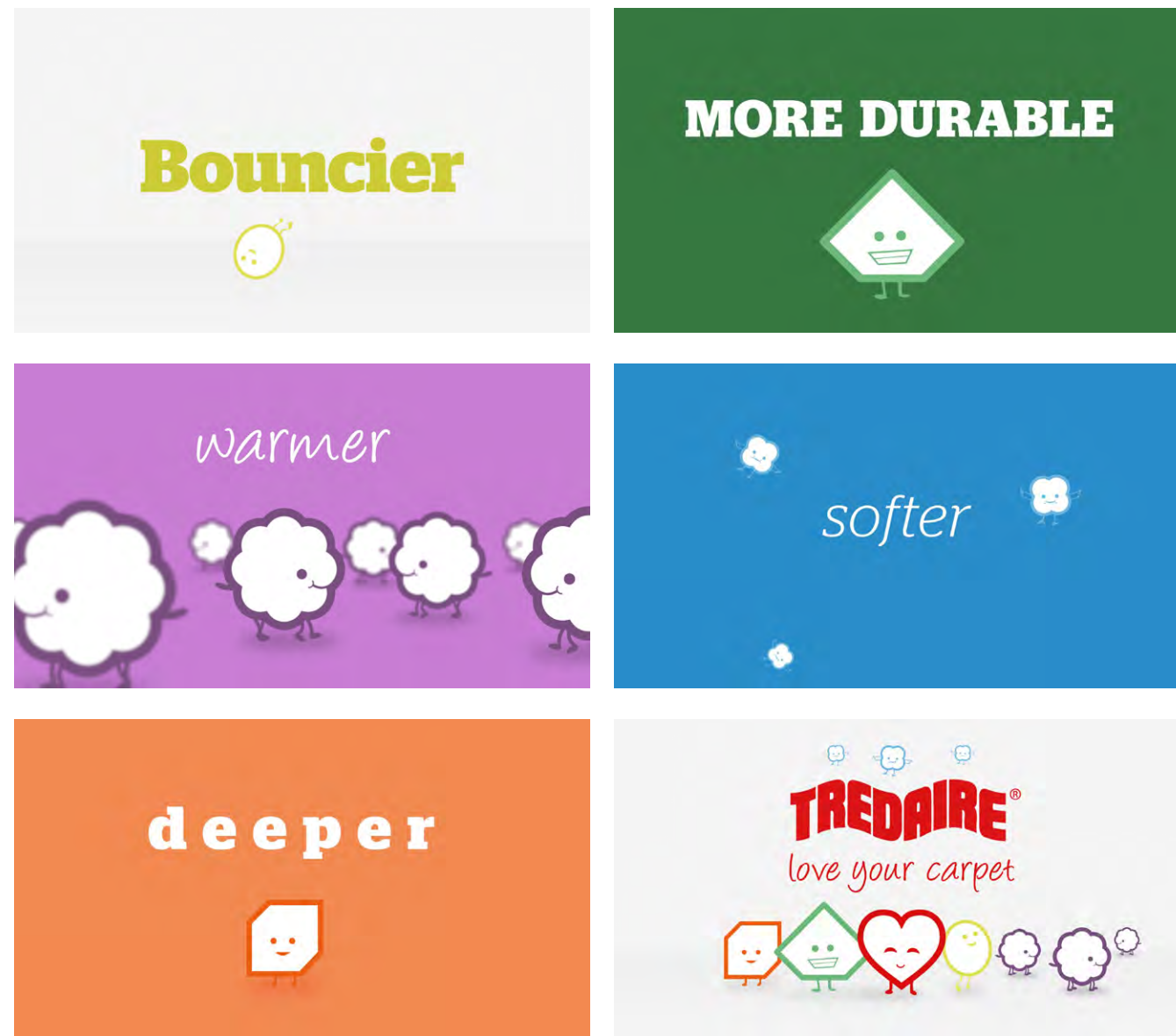
Marlon

Bruce

Softee

Squidge

Feelix



HARIBO

Haribo and Maoam – Social



Haribo & Maoam – Social

Animation, studio photography and design for social media posts.

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Win!

MAOAM Tropical Pinball Competition

5 lucky winners will receive

- a custom designed MAOAM football shirt
- 5 bags of limited edition Tropical Pinballs

Terms and conditions apply

A promotional graphic for the MAOAM Tropical Pinball Competition. It features a bright blue background with a palm tree silhouette. On the left, a yellow football shirt with green trim, the MAOAM logo, and the number 1 is shown. To the right is a bag of MAOAM Tropical Pinballs, which are green and yellow. The text 'Win!' is in large, stylized yellow letters with a green outline. Below it, the competition details are listed in white text.

WHAT WOULD YOU TURN BLUE?

TELL US TO WIN!

MAOAM Pinballs

WITH **BLUE CHEW** f

official MAOAM LIMITED EDITION

NO ARTIFICIAL COLOURS

A promotional graphic for the MAOAM Pinballs competition. It features a blue background with various blue-themed objects: a blue balloon, a blue bird, a blue frog, a blue lifebuoy, a blue postbox, and a blue cow. A person with a blue balloon head is pointing at a blue iPhone. In the foreground, there is a pile of blue and yellow MAOAM Pinballs. A hand is holding a bag of MAOAM Pinballs, which is labeled 'MAOAM Pinballs' and 'WITH BLUE CHEW f'. The text 'WHAT WOULD YOU TURN BLUE?' is in large, bold, red and blue letters. Below it, 'TELL US TO WIN!' is in red. The MAOAM logo and 'Pinballs' are also visible.

Haribo & Maoam – Social
Animation, studio photography and design for social media posts.

Leeds City Council Pitch – Leeds Parks Fund

This pitch for Leeds City Council was to focus on the generation of funds to support and facilitate the development of parks and recreational spaces throughout Leeds. A cause which I could really get behind, I very much enjoyed working on this project and seeing the concepts come to life.

Objective

Create a meaningful and clear identity campaign to raise awareness of the Leeds Parks Fund.

Strategy & Positioning

Rather than just appealing to the individual, my creative concepts were routed in themes of community, coming together and working together.

Deliverables

Identity concepts
Ad concepts



Come together
and make
our parks **better**



Leeds Parks Community Fund



Leeds Parks
Community Fund
KIRKSTALL



Leeds Parks
Community Fund
ROUNDHAY



Leeds Parks
Community Fund
CROSS FLATTS









dR Christmas – VR Snowglobe / 3D rendering (Blender) and creation/development of virtual reality game

Email campaign design leading to 3D Snowglobe puzzle game, with ability for select clients to view the game through a supplied Google cardboard lens. This project was featured on Campaign Live's 'Best Agency Christmas Cards of 2016'. [Step into the snowglobe >](#)

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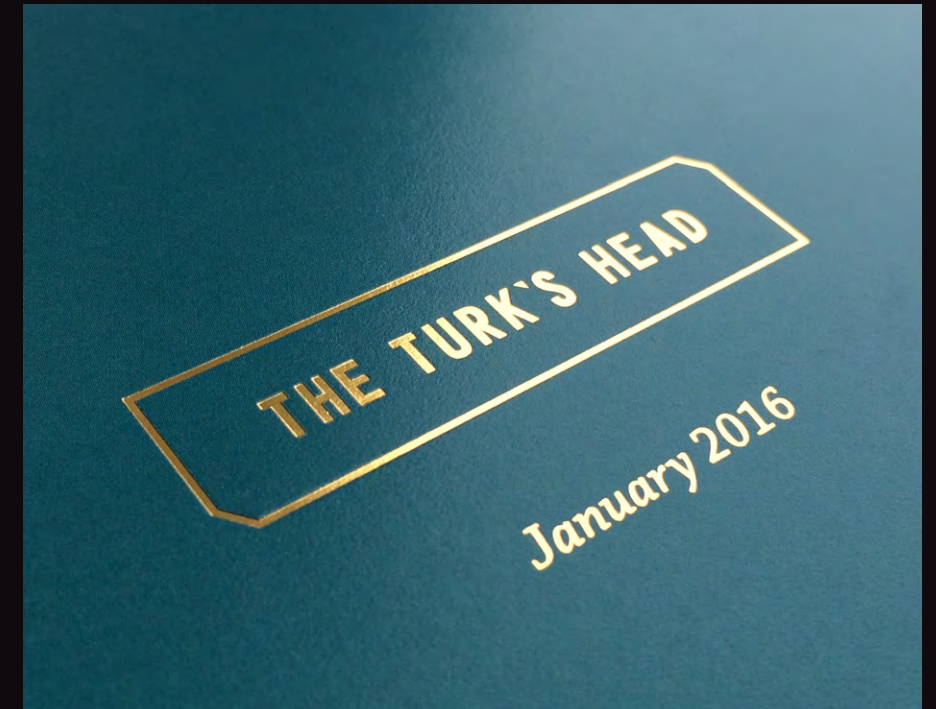
Personal Projects & Photography



Personal work – Branding for Strawberry Thief bar

Branding project for a Belgian beer bar in Bristol, drawing inspiration from the work of William Morris – including logo, look and feel, menu and window vinyl design.

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Personal work – Branding for The Turk's Head bar

Branding project for Whitelock's sister bar 'The Turk's Head', in collaboration with Lord Whitney (interior designers for the project). Project included logo design, menu, window vinyls, microsite and social media design system.

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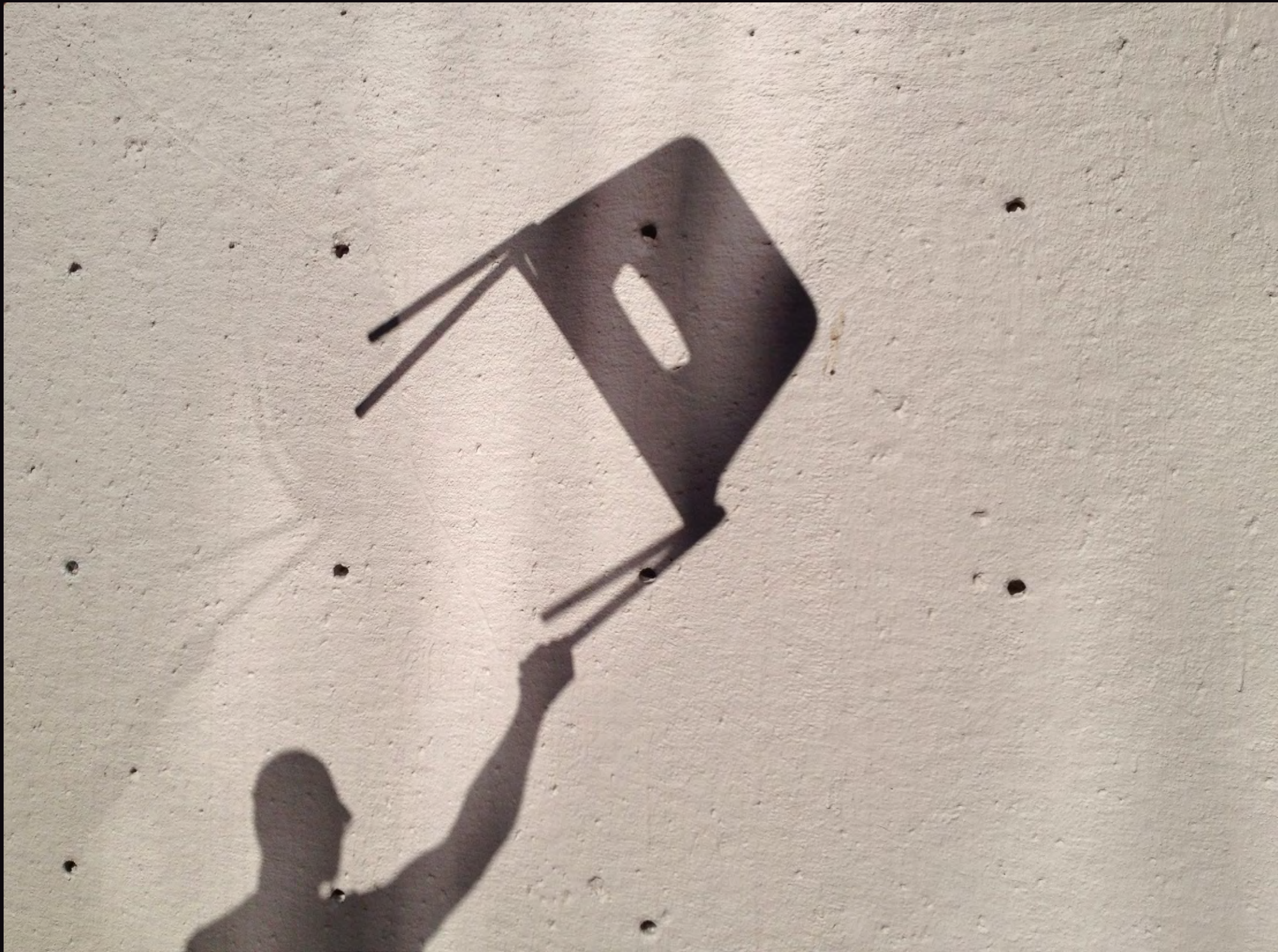


Personal work – Setting up my own hot foil printing company, Magpie Press

In 2014, I started a hot foil printing company with a close friend. We bought a small, hand-operated press and got up and running. I worked on the branding, website design, website build, foil printing jobs and general management of the business.









**Thank you
for your time.**

Contact: sp_707@hotmail.com / 07587170273