

# Oliver Craddock Graphic Designer

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## Profile

I am a highly creative, ideas driven graphic designer working across a diverse range of disciplines specialising in brand identity, digital design, print design & 3D visualisation. I have worked with a number of clients ranging from the BBC, Selfridges, John Lewis, Toys R Us & Argos, to exciting new tech/start MakieLab. I have been involved in new business/product development, with experience of designing to a variety of different target markets. I am an intuitive individual who isn't afraid to get involved and lead any aspect of the design process.

## Key Skills

- Fluent in Adobe CC & previous.
- Skilled in Photoshop, Illustrator & InDesign.
- 3D Design in Autodesk Maya.
- Wealth of experience in branding, digital & print.
- Extensive knowledge of editorial design.
- Liaising with printers & suppliers in both the UK & overseas.
- Building strong client relationships.
- Experience in SCRUM Methodology.
- Continuing knowledge of After Effects, Cinema 4D & Animation.
- Intricate product & time management with the ability to meet tight deadlines.
- Digital & website design including linking physical products to online experiences.
- Skilled at packaging, mock ups and working with packaging engineers.

## Employment History

### Freelance Clients

2009-Present

#### *CannyBots*

2015-2016

- Brand identity & logo design for CannyBots including character design.
- 3D modelling and rendering of both remote control car and track design, artwork for stickers and tracks.
- UI design for 4x CannyBots iOS apps including joypad, beebot, messenger and kids programming apps.
- Animation for app gestures and effects. Character animation for Kickstarter Campaign.
- Digital work on what became the fastest funded Kickstarter campaign for October 2015.

#### *Kid Kreations International*

2009-2016

- Creative lead on brand identity, digital design, print design, packaging.
- 3D product visualisation in AutoDesk Maya.
- Lead designer on all brain storming and new product development sessions including scheduling and product timelines.
- Working directly with clients such as the BBC, Amazon, John Lewis, Toys R Us, Tesco, Wal-Mart, Emma Bunton & Kelly Brook creating all print and digital requirements ranging from packaging and brand guidelines to website design.
- Working alongside agencies on licenses from Mind Candy, Hasbro & Sanrio.
- Daily communications with overseas offices including Hong Kong as well as liaising with factories in China.
- Winner of "Toy Supplier of the Year" in both 2012 & 2014.

#### *Argos/Chad Valley*

2010-2014

- Brand identity, logo design, digital design & print design for a variety of own brand products after the re-launch of Chad Valley. These include Designafriend, DesignaBear and Pony Parade.
- Integral to the implementation and creation of the DesignaFriend brand and recent rebrand. Since it's creation DesignaFriend has become number one in sales in its category for Argos across the UK.
- Experienced layout skills required for creation of both website pages & printed catalogue design.
- Client facing experience pitching new products and ideas on a regular basis.
- Winner of "2012 Product Innovation" at the Oracle Retail Week Awards.

#### *L.A. Toy*

2014

- Creative lead on brand identity.

#### *B\_Drum*

2014

- Creative lead on brand identity, marketing campaign design, web design, & all print design including interior shop wall vinyl's and business stationary.

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## MakieLab

2013

- Working with a small team on the rebrand, web design, advertising & packaging for innovative 3D printed toy “Makies”.
- Retail/Exhibition 3D visual design for Selfridges Oxford Street, Fantasy World Toys Kuwait & Geekopolis Paris. All visual works were created using Maya whilst all print designs were worked up in Photoshop/Illustrator.
- Internal and external client pitching of new ideas and design schedules on a regular basis.

## Phones4U

2012

- Working alongside the online marketing & digital tech team to create an infographic design explaining “NFC Technology” for the Phones4U website.

## Employed

2007-2011

### iSKATE Magazine

2009-2011

#### Senior Designer

- Senior designer managing both freelancers and print schedule to tight monthly deadlines. Liaising with printers.
- Creative lead on magazine design, feature design, typography & photography. Website design.
- Indepth use of InDesign.

### Ice Media Productions

2007-2009

#### Graphic Designer

- Graphic Designer working directly with clients such as Planet Ice, Team GB & The National Ice Skating Association.
- Print design for publications, promotional material & advertising.
- Digital design for the websites of NISA & Rinkratz.

## Achievements

Oracle Retail Week Awards  
“Product Innovation of the Year 2012”  
Presented to Chad Valley for the  
“DesignaBear” & “DesignaFriend” brands.

Argos Toy Supplier Awards  
“Best Own Brand Supplier 2012”  
Presented to Kid Kreations for relaunch of  
the Chad Valley brand.

Argos Toy Supplier Awards  
“Best Own Brand Supplier 2014”  
Presented to Kid Kreations for continuing  
success with the “DesignaFriend” brand.

- Four times “Featured Artist” on Creativepool for “SODA”, “L.A Toy”, “B\_Drum” & “Science Fiction Logos”.
- Editors pick of “New Talent” on creative network Hiive for “A Murder of Crows”, describing me as a ‘Versatile Designer’.

## Education

Staffordshire University 2002-2004  
BSc (Hons) Music Technology

Cardinal Griffin R.C. School 1994-2001  
3 A Levels: English (B) Graphics (B) Mathematics (E)  
10 GCSE's: A\* - C

## Interests

I am highly inspired by all aspects of the design industry and have been to OFFF festival in Barcelona for the previous two years. Here, I listened to talks by Stefan Sagmeister, The Designers Republic, Snask, Danny Yount & Casey Neistat, to name a few. In particular, Sagmeisters talk on Beauty vs Utility was a fascinating insight into how it is in our nature to design things that are beautiful, yet we quite often think designing for function is more important.

I love to travel, especially to major cities around the world. I've recently visited New York, Tokyo, Los Angeles, Paris, San Francisco, Berlin & Hong Kong. I find travelling and its experiences broaden the mind and help feed my creativity away from home.

## References

Available upon request.