

BRADEN RIXON

WORK EXPERIENCE

MIDDLEWIEGHT GRAPHIC DESIGNER - SPARK BRIGHTER THINKING JUNE 2022 - PRESENT

- Oversaw all aspects of motion design, encompassing OOH Advertising and the creation of motion design files for film key art for major clients like Netflix and Universal Studios.
- Led the creation, localization, and adaptation of numerous digital social assets for Universal Studios, ensuring broad audience engagement and brand alignment.
- Innovated and developed concepts into high-quality, print-ready CMYK standards, tailored to specific requirements across the UK and EMEA regions.
- Directed the creation and adaptation of digital OOH advertising campaigns across the UK and EMEA, producing both key art (KA) and trailer content working alongside project managers.
- Crafted motion design assets for a range of high-profile films including Rebel Moon 1 and 2, The Gray Man, Queen Charlotte, The Kitchen, Bridgerton, and many others using Adobe After Effects.
- Developed trailer adaptations for Amazon Fire TV, expertly editing and outputting 8-channel audio and trailer cuts, transforming 5-minute clips into multiple short spots ranging from 10 to 30 seconds.
- Utilized advanced 3D modeling software such as Cinema 4D to create high-impact CGI assets for No7 packaging, employing both Redshift and Standard renderers for superior visual quality.
- Conceptualized and developed both men's and women's No7 cosmetic packaging annually, maintaining a fresh and appealing brand image.
- Designed and developed film and series key art for Universal Studios, ensuring visually compelling and market-effective results.

FREELANCE ART DIRECTOR - URBAN BARISTAS OCT 2023 - PRESENT

- Led and oversaw the entire design process, providing strategic art direction from initial concept through to final development, ensuring creative excellence and alignment with brand vision.
- Directed the creation and development of the brand's e-commerce website, enhancing user experience and driving online engagement.
- Collaborated with cross-functional teams including marketing, sales, and product development to ensure cohesive brand messaging and visual identity across all platforms.
- Developed and presented mood boards, mock-ups, and prototypes to stakeholders, effectively communicating design concepts and gathering feedback.
- Managed and mentored a team of designers, providing guidance, feedback, and support to foster a creative and productive work environment.
- Conducted market research and competitive analysis to stay ahead of design trends and ensure the brand remains relevant and innovative.
- Ensured all design deliverables met high standards of quality, accuracy, and timeliness, while maintaining budgetary and scheduling constraints.
- Coordinated with external vendors and freelancers, overseeing the production of visual materials and ensuring consistency with the brand's aesthetic.

HEAD OF SOCIAL, DESIGN and E-COMMERCE - URBAN BARISTAS MAR 2021 - JUNE 2022

- Created compelling video and still campaigns to drive sales, collaborating with freelance photographers to maintain and enhance the creative vision.
- Conceptualized and developed an eCommerce coffee store, significantly boosting online presence and sales.
- Managed all aspects of content creation, including writing, filming, editing, and publishing across social media and marketing platforms.
- Acted as the brand and identity guardian, producing all design work for the company, both in print and digital formats.
- Established and grew various marketing channels, increasing reach and engagement.
- Collaborated with architects on multiple new store openings, ensuring a cohesive and on-brand look by managing all graphic design elements.

JUNIOR DESIGNER- TEA CREATIVE 3 Week Internship Summer 2017

- Actively participated in team meetings and received formative assessments on ongoing projects.
- Managed printing tasks and practiced effective time management skills.
- Contributed to high-profile OOH campaigns for 'The Grand Budapest Hotel' and 'Exposure', showcased on digital screens at Waterloo Station.

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ABOUT

DESIGNING THE WORLD, ONE IDEA AT A TIME.

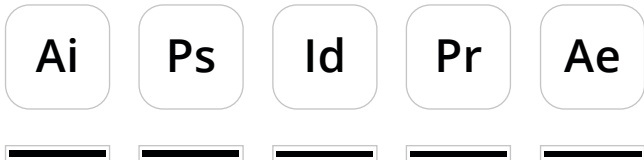
As a dedicated Graphic Designer with over 6 years of experience, I excel in both Motion Design and packaging design, with a strong command of the Adobe Creative Suite. After earning a BA Honours degree in Graphic Design from Ravensbourne University London, I honed my expertise in the digital realm of OOH advertising. Currently, I collaborate with prestigious clients like Netflix and Universal Studios, creating captivating motion design content that resonates with diverse audiences. My work spans impactful digital campaigns, eCommerce platform development, and ensuring a cohesive brand presence across all media. Beyond my professional life, I am passionate about golf, which not only enriches my creativity but also provides a perfect balance to my design-driven career.

EDUCATION

- Upper 2:1 BA HONS GRAPHIC DESIGN DEGREE
Ravensbourne University
September 2017 to July 2020
- A Levels
Queens School
September 2015 - September 2017
Photography (A), Product Design (B), Geography (B), Psychology (C)
- GCSE'S
Queens School
September 2009 to March 2015
11 GCSE's A - C, Including Maths and English.

DESIGN SKILLS

01 Software, Programs



02 Capabilities

Creative and Storytelling	●●●●●●●●●●
Print Design	●●●●●●●●●●
Graphic Design	●●●●●●●●●●
Product Packaging, POS	●●●●●●●●●●
Illustration	●●●●●●●●●●
Brand Identity	●●●●●●●●●●
Editorial Design	●●●●●●●●●●
Web Design, Development	●●●●●●●●●●
Photography	●●●●●●●●●●
Videography	●●●●●●●●●●

EXTRA-CURRICULAR

Fitness:
After a day of work, you'll often find me at the gym, a space I use for personal growth and to enhance my health and physique.

Golf:
With a handicap of 6, I've had a deep passion for golf since childhood. Continuously striving to improve, I eagerly participate in all things golf-related!