Nick Thomas

🌐 **Portfolio**   in **LinkedIn**

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London, UK

Lead Designer with 15 years of expertise crafting impactful creative solutions for top brands, including Just Eat, Amazon, BBC, and Cinch. Skilled in a wide range of disciplines, I can deliver unique creative concepts, strong visual identities, engaging brand experiences, and comprehensive campaigns across digital, print, broadcast, and social media.

Experience

Cinch - Lead Creative
Dec 2021 - Current

- Lead the creative direction of brand and sponsorship campaigns across TV, OOH, and digital.
- Shaped the brand's visual identity, guidelines and internal studio processes.
- Collaborate with internal teams, agencies, and partners to enhance brand awareness to all-time highs.
- Manage a team of three internal designers alongside external freelancers.

Just Eat - Senior Designer
Mar 2019 - Dec 2021

- Delivered nationwide co-branded campaigns across OOH, digital, and social platforms.
- Implemented a CRM design system and revamped the entire consumer journey, increasing CTOR rates.
- Supervised and mentored junior team members, supporting their growth and development.

Starling Bank - Freelance Senior Brand Designer
Sep 2018 - Jan 2019

- Established the visual aesthetic of the rising startup bank's marketing across out-of-home brand campaigns, digital advertising, event collateral, and CRM templates.

Amazon - Freelance Senior Visual Designer
Oct 2013 - Jan 2014 / Jul - Sep 2018

- Art directed the key campaign identity for the Bundesliga 2018/19 season launch on Prime Video in Germany. Including site takeovers, splash pages and video promotions.

News UK - Freelance Senior Digital Designer
Feb - Mar 2018 / Apr - Jun 2018 / Feb 2019

- Produced various campaign work for The Times & The Sunday Times, which included Digital out-of-home videos, event identities, presentations, HTML5 banners & responsive HTML email templates.

BBC Worldwide - Freelance Senior Digital Designer
Sep - Nov 2016 / Mar 2018

- Developed show branding, key art, and promotional videos for the BBC's commercial programming, engaging audiences across broadcast and video-on-demand platforms.

Facebook - Freelance Senior Visual Designer
Mar 2019 - Dec 2021

- Launched various marketing campaigns across Facebook's B2B strands in EMEA, including landing pages, infographics, white papers, presentations, and event collateral.

DriveTribe - Freelance Social Designer
Mar - May 2017

- Created a range of engaging social content for the automotive social platform of former Top Gear hosts Clarkson, Hammond, and May.

Yahoo - Senior Creative Designer
Feb 2014 - Nov 2015 ⁄ Nov 2016 - Feb 2017

- Conceptualised and delivered campaigns for multiple Yahoo product launches and events in the EMEA region. Created the biggest social campaign Yahoo ever launched.

Mondo Brewing Co - Freelance Graphic Designer
Jun 2015 - Aug 2016

- Joined forces with a craft brewery in Battersea, where I created a range of illustrations for beer labels, packaging, brand guidelines, event collateral and social content.

IG Group - User Interface Designer
Jun 2010 - Nov 2011 ⁄ Oct 2012 - Oct 2013

- Collaborated closely with UX to shape the user journey and craft interactions for the financial trading platform across desktop and mobile, along with various digital campaign work.

Whistler Blackcomb - Web Producer
Apr - Oct 2012

- Worked in Canada for North America's No. 1 ski resort, overseeing the development and design of the website, mobile app, and digital advertising.

GIMO - Junior Designer
Apr 2009 - Jun 2010

- Started my career at a French e-gaming agency, playing a key role in designing brand identities, websites, digital advertising, and HTML email templates for multiple casino brands.

Education

University of Portsmouth, Hampshire
Sep 2003 - Jun 2008

- Bachelor of Arts with Honours - Design for Interactive Media

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Skills

Creative

Art Direction, Branding, Conceptualisation, Copywriting, Illustration, Motion Graphics, Photography, Print Production, Typography, User Interface.

Tools

Adobe Creative Cloud (Photoshop, Illustrator, After Effects, InDesign, Premiere Pro, Animate), Figma, Sketch, Cinema 4D, PowerPoint, Midjourney, Asana.