

# Ollie Nicklin

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## About me

With more than twenty years of expertise as a versatile designer in all formats from print to motion graphics, my dedication to design and technology has steered a career focused on the creative side of the tech industry. My strength lies in transforming intricate concepts into dynamic visual expressions. I specialize in creating engaging and innovative content of all kinds, consistently executed to the highest standards.

## Experience

### Senior Designer, Remote (2022 - Present)

I served as the exclusive graphic designer for a tech fitness startup, which later merged with a global organization. Managing the rebranding process in-house, my responsibilities at ABC extended beyond rebranding to encompass events, web design, digital marketing, social media, video production, and illustrating specific software features.

### Creative Lead at The River Group, London/Remote (2020 - 2022)

Steering the LloydsPharmacy design team, I introduced a fresh aesthetic to their social platforms, enhancing engagement with more compelling content. Pioneering a cross-channel video strategy and innovative retail advertising packages, I targeted new audiences, bolstered online sales, and fostered follower growth.

- Art director for video content and luxury product photography shoots.
- Tailored the LloydsPharmacy brand identity for optimal digital usage.

### Freelance Designer at Spiceworks and Blow Creative (2019 - 2020)

Contributed to marketing projects for tech giants such as Microsoft, I.B.M, and HP. Animated digital content for social media and developed impactful in-store POS displays. Worked with clients including The Glenlivet, L'Oreal, Vuse, and Superdrug.

### Creative Director at Estrella Green, Bristol (2018 - 2019)

Crafted bespoke brand identities, websites, and campaigns for tech start-ups, providing tailored creative solutions.

### Senior Designer at FIA Formula E, London (2015 - 2018)

As a leading member of the in-house design team, played a pivotal role in introducing this new motorsport championship to the global stage. Working collaboratively with event organizers, broadcasters, and sponsors to present Formula E Championship events to an international audience

- Established an immersive E-village, blending digital and real-life entertainment at race events worldwide.
- Art directed the Formula E 2017 global marketing campaign.

### Creative Artworker at Mr B & Friends, Bath (2014 - 2015)

Refined concepts from designers at this award-winning design agency.

### Graphic Designer at Celador Entertainment, Bristol (2011 - 2013)

Focused on web design and social content for a network of UK radio stations.

### Graphic Designer at IPC Media, London (2010 - 2011)

Designed page layouts and advertising for various publications, including Now, Woman's Weekly, The Evening Standard, Marie Claire, and Ideal Home.

## Software

After Effects

Audition

Figma

InDesign

Illustrator

Photoshop

Premiere Pro

Wordpress

XD

## Skills

Motion Graphics

Video Editing

Brand Design

Advertising

Data Communication

Page Layout

Typography

Vector Art

Social Media

Storyboarding

Copywriting

## Learning

People Management  
Media Sales (Apr 2021)

Intermediate After Effects  
Transmedia (Nov 2017)

MultiMedia BTEC Diploma  
Distinction  
Amersham & Wycombe  
(Sep 2000 - Jun 2002)