

# Oli Stevens

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## PROFESSIONAL SUMMARY

A highly skilled and versatile designer with a BA and MA (Hons) in Animation and extensive experience across branding, graphic design, animation, and video production. Known for delivering creative solutions that align with client objectives, I bring a detail-oriented and results-driven approach to every project. From concept to completion, my work emphasises quality, consistency, and innovation across digital, print, and motion graphics.

With a proven ability to manage diverse projects and collaborate with stakeholders, I am committed to creating designs that captivate, inform, and drive results. Reliable, adaptable, and creative, I thrive on crafting impactful visual content that stands out in competitive markets.

## KEY SKILLS & EXPERTISE

**Animation   Graphic Design   Video Production   Post-Production   Photography**

**Sound Design   Web Design   Social Media Administration   Stakeholder Management**

## CAREER HIGHLIGHTS

### Safelincs - Designer 2023 - 2024

- Played a key role in evolving the company's branding, modernising its visual identity while ensuring alignment with core values and market expectations.
- Developed a trade-specific strand, crafting bespoke assets tailored to engage and resonate with B2B audiences.
- Collaborated with external suppliers to list products on Amazon, creating high-converting A+ content to enhance product visibility and customer trust.
- Oversaw the implementation of the new brand identity across multiple touchpoints, including the interior design of the company's headquarters, ensuring a cohesive and immersive experience.
- Delivered a wide range of design outputs, from print and digital collateral to packaging, consistently meeting high standards for quality and innovation.
- Focused on efficient communication with internal stakeholders and external partners, fostering productive relationships and ensuring smooth project execution.

### Bakkavor - Multimedia Developer 2021 - 2023

- Pioneered and established an in-house multimedia design department, leading the implementation of cutting-edge technologies and skillsets. Resulted in significant cost savings by reducing reliance on third-party contributors for multimedia projects.
- Directed all video production activities, including filming interviews for high-stakes events such as conferences, investor meetings, and product showcases. Maintained accessibility and organisation of footage through a centralised server and B-roll footage library.
- Designed and produced digital graphics, animations, sound, video, photographs, and images that aligned with brand guidelines and relevant briefs.
- Created and tested fully functional prototypes and took accountability for implementing changes, upgrades, and post-delivery requests.
- Established and maintained an asset library of icons, photography, and illustrations accessible to colleagues while handling relevant queries.
- Managed the scheduling of social media posts and supported the "Go Digital" project, utilising on-site television screens for internal communication and developing animations and motion graphics to attract attention.
- Developed branded virtual backgrounds, screensavers, and backgrounds for Microsoft Teams to enhance user experience.
- Contributed to the development and implementation of new company values across multiple countries, creating a rollout video that won an internal award and was distributed to over 19k staff. Managed the budget, script, recruitment of voice actors and translators, and ongoing modifications. Oversaw translation to Spanish and Mandarin. Contributed towards organising

a Values Celebration Week involving 17k+ pieces of merch and 64k+ printed assets across all Bakkavor sites.

### **Strictly Static - Graphic Designer 2017 – 2021**

- Demonstrated a broad range of graphic design skills in an automotive clothing brand, including developing concepts, graphics, and layouts for clothing, product, logos, and websites.
- Managed internal client relationships, gathering requirements, advising on design style, format, print production, and timescales while adhering to budget constraints.
- Produced animations and motion graphics to enhance client briefs and conducted comprehensive reviews of final layouts to identify areas for improvement.
- Managed social media administration and content creation, maintaining a pulse on trends relevant to the target market, and ensuring alignment with designs.
- Created virtual mock-ups of products, enabling quick launches on the sales website, reducing lead times.

### **EDUCATION & QUALIFICATIONS**

#### **MA (Hons) Animation**

University of Gloucestershire (2020 - 2021)

- **Modules:** Practice & Research Exchange • The Animator's Story • The Project Generator • The Project Incubator • Greenlight: Pitch Ready
- **Project:** Developed and pitched an animated series to a broadcaster, including creating scripts for a full series and producing a pilot episode. Recruited voice actors, a storyboard artist and animators. Led extensive research into target markets and existing products.

#### **BA (Hons) Animation (First)**

University of Gloucestershire (2017 - 2020)

- **Key Modules:** Intro to 2D Animation • Intro to 3D Animation • Animation Process & Practice • Creative Skills • Screen Literacy • Narrative Figure & Location Drawing • Drawing for Animation • Character Animation • Sequential Illustration for Animation • Animation Workflows • Postproduction for Animation • Sound Design for Animation
- **Project:** Pitched and led a film project, based upon a Bristol-based Street artist. Animated the artist's work and superimposed the animations onto interview footage. The film was screened at the British Animation Awards.

### **ADDITIONAL**

**Software:** After Effects • Premier Pro • InDesign • Photoshop • Illustrator • Blender • Microsoft Office

**Personal Interests:** Provide assistance to one of the UK's Leading drag racing teams

References available upon request.