



PORTFOLIO

## Contents

Updated brand guidelines	3
Amazon A+ content	5
Packaging and Mock-ups	6
Photography	7
Social Media	8
Printed Assets for Awards Ceremony	10
Video editing & Animation	12

## About me

I'm a creative problem-solver with a strong focus on bringing brands closer to their audiences through impactful design and storytelling. With a background in animation and design, I combine technical expertise with strategic thinking to create work that not only looks great but also drives results.

I work to understand each brand's unique goals and challenges. Whether it's crafting a refreshed visual identity, developing custom content for e-commerce platforms, or building a robust library of digital assets, I deliver solutions that improve visibility, foster trust, and enhance customer engagement.

I'm passionate about creating design solutions that solve real problems and support sustainable brand growth. I thrive on translating ideas into visuals that resonate, ensuring every project contributes to a lasting and meaningful brand presence.

## SOFTWARE



## QUALIFICATIONS

### ANIMATION MA

UNIVERSITY OF GLOUCESTERSHIRE

### ANIMATION BA (1ST HONS)

UNIVERSITY OF GLOUCESTERSHIRE

## Contact



**Oli Stevens**

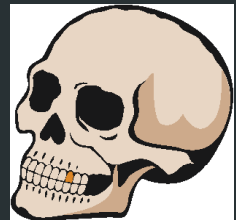


**Oli@inkly.uk**

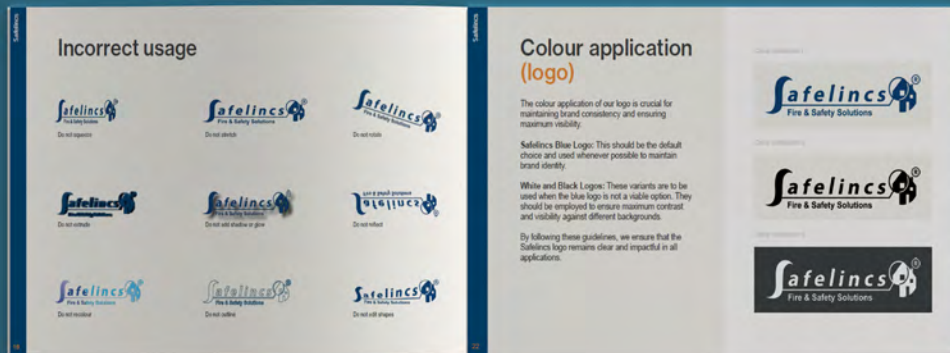
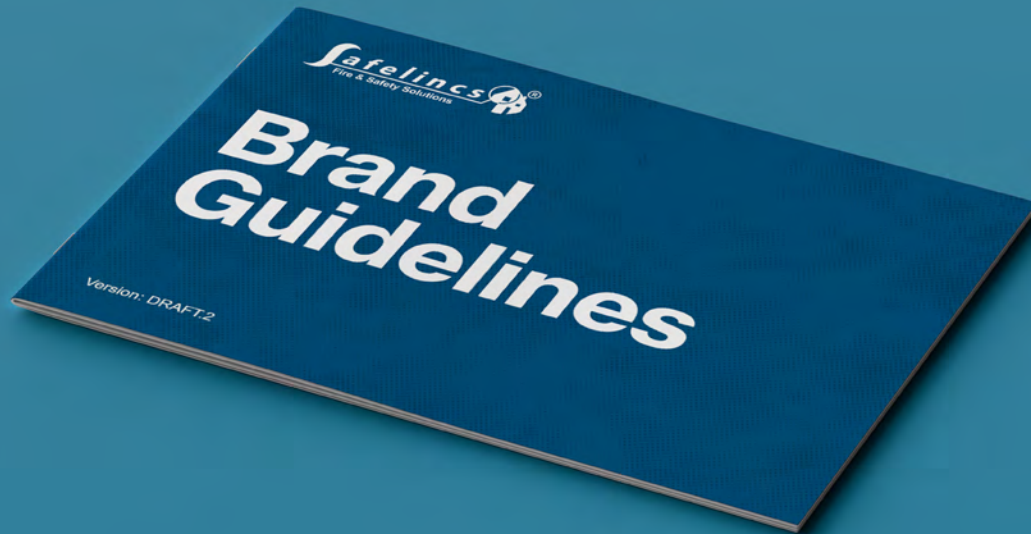


**07944147988**

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# Updated brand guidelines



Evolving the Safelincs brand required balancing modernisation with the trust and authority customers already associated with it. The project encompassed a comprehensive refresh of the visual identity, including refined typography, an updated colour palette, and versatile design assets optimised for digital, print, and third-party platforms. The new branding was also implemented within the interior design of their headquarters, creating a cohesive and immersive brand experience for employees and visitors alike.

Throughout the process, collaboration was key, with regular client input ensuring alignment with their goals. The result was a contemporary, unified brand identity that strengthened market positioning and resonated with both existing and new audiences.

# Media Library Revamp

We collaborated with photographers and videographers to overhaul Safelincs Ltd's media library. Hosting multiple media days allowed us to capture high-quality footage and images, creating a comprehensive library for their in-house use.



## Trade Stand Refresh

We worked with expert stand builders to refresh Safelincs Ltd's trade stand. The new design reflects the updated branding, enhancing their on-the-road sales team's presence at trade shows.

# Amazon A+ content

Creating Amazon A+ content demanded a sharp focus on clarity, engagement, and brand consistency to elevate product visibility and drive conversions. Each project was approached with a strategic mindset, ensuring the design effectively showcased key features and benefits. Clean, intuitive layouts, high-quality visuals, and concise messaging worked together to guide customers seamlessly through essential information.

Every element, from compelling imagery to bold call-outs, was crafted to strengthen the brand's presence and build trust with online shoppers. The process included regular communication to align with client goals, resulting in content that consistently outperformed competitors and enhanced the overall customer experience.



# Packaging and Mock-ups

Packaging design for the Elite car cleaning range focused on creating a premium aesthetic that communicates quality and reliability. The process began with in-depth research into the target audience and competitors, ensuring the designs stood out in a crowded market. Each stage of development from initial sketches to photo realistic mock-ups was meticulously crafted, with regular client feedback shaping the final outcome. Bold typography, sleek layouts, and high-quality visuals reinforced the brand's professional image while enhancing shelf appeal. These designs not only captured attention but also instilled trust, setting a strong foundation for both on shelf and online marketing success.



# Photography

Food photography for Bakkavor centred on capturing each product with a fresh, vibrant aesthetic that aligned seamlessly with established brand colours. Each shoot was planned to ensure a cohesive look across multiple touchpoints. Hero images were produced, each styled with carefully selected props to enhance storytelling and create engaging compositions. Attention to lighting, texture, and colour balance ensured the dishes appeared both appetising and premium, while subtle brand cues reinforced recognition. The result was a versatile image set that elevated the products and strengthened their presence across all marketing platforms.





# Social Media





...or\_group

**BAKKAVOR**

Apprenticeship helped me to **progress** in my career quite quickly

*Lauren Fowler*  
Buyer  
(former Manufacturing Apprentice)

**National Apprenticeship Week #NAW2023**

PROUD TO BE BAKKAVOR

14

10:07

Posts  
bakkavor\_group

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**BAKKAVOR**

“The apprenticeship helped me to close the gaps in my knowledge”

*Lukasz Krawczko*  
Section Manager  
(former Operational Apprentice)

**National Apprenticeship Week #NAW2023**

PROUD TO BE BAKKAVOR

29

bakkavor\_group Meet Dan, a former Manufacturing Graduate who has grown his career with [#Bakkavor](#) and is now Head of Operations at our Bourne... more

6 April 2023

bakkavor\_group

**BAKKAVOR**

“I chose an apprenticeship because I could **see the benefits** of going straight into **paid employment**, whilst **training**, with all the experience that brings”

*Macy Tello-Espinosa*  
Technical Apprentice

**National Apprenticeship Week #NAW2023**

PROUD TO BE BAKKAVOR

14

# Printed Assets for Awards Ceremony

Designing printed assets for a prestigious awards ceremony required a sophisticated approach to reflect the event's importance and elegance. The suite of materials included invitations, programs, signage, and promotional collateral, all designed with cohesive visual elements that balanced functionality with aesthetic appeal. Thoughtful typography, refined layouts, and an elegant colour palette ensured every piece contributed to the event's professional atmosphere. Throughout the process, collaboration with stakeholders and regular updates ensured the designs aligned seamlessly with the event's tone and objectives. The result was a polished collection of assets that enhanced the guest experience and left a lasting impression.









# VIDEO EDITING & ANIMATION

Video and animation projects are approached with a comprehensive process that ensures every brief—regardless of complexity—is executed to the highest standards.

From meticulous pre-production planning, including concept development, storyboarding, and scripting, to final delivery, every stage is carefully managed. Collaboration with skilled videographers ensures technical excellence, while consistent communication keeps clients informed and confident throughout. With a master’s degree in animation and a commitment to creative problem-solving, all projects—from corporate videos to more diverse briefs—are crafted to captivate, inform, and deliver results.

PROJECT:	COMPANY VIDEO
CLIENT:	SAFELINCS LTD
YEAR:	2024

PROJECT:	JOB POSTING (INSTALLER)
CLIENT:	SAFELINCS LTD
YEAR:	2023

PROJECT:	LAUNCH OF NEW VALUES
CLIENT:	BAKKAVOR LTD
YEAR:	2022



**OLI STEVENS**