

# Scott Parkin

# About Scott

With wide-ranging experience across the creative industry for over 6 years, I am looking to focus my varied skill-set into a Creative/Digital Designer role. In my previous position of 4 years with dR Agency, I have played a vital role in shaping the direction of brands, working across a range of sectors, and have taken a leading role on many digital, animation and full website projects. Working with autonomy for the past two years - in the absence of a Creative Director, has enabled the delivery of a more forward-thinking approach to the art direction and strategy of brands. Greater depth, knowledge and appreciation of the whole story, from planning and strategy to creative output, has developed me into a stronger designer/ animator/creative.

My earlier career as a designer/animator/creative included setting up, in partnership, my own design studio, freelancing with various agencies across Leeds, including Brass Agency (on a long-term basis) and interning at a film production company (Crowns & Owls) – where I took on concept writing, set design, grip, foley and voice recording and even some cameo acting appearances.

Aside from a keen interest in the familiar fields of Art, Design and Illustration, I have a particular love for architecture – with Modernism and Brutalism being my favourite architectural movements. I also enjoy my long-time hobby of playing the guitar, and have recently been exploring ‘live looping’ as a way of building music tracks – combining both guitar and keyboard to layer sounds. My next musical challenge is to learn the banjo. Having recently become a father, I am steadily getting back into my casual physical hobbies of running and cycling, and have also taken up bouldering – which is an exciting new challenge. When I find a bit of extra time I like to get lost in a good video game, podcast or audiobook.

# Curriculum Vitae

## Employment

### dR Agency

Digital/Creative Designer  
2015 – 2019

#### Experience

- Campaign Concepts
- Brand creation
- Brand guidelines
- Full website design
- Multi-channel campaigns
- Animation
- Brand strategy
- Positioning
- Art direction

#### Clients

- ASDA Photo
- Interfloor  
(Home improvement)
- Higher Education Academy
- Fulcrum (Utilities)
- Loyalty Works (B2B)
- Lowell (Financial/Credit Management)
- Fitrite Direct  
(Home improvement)

### VISTA, HUB-MDP

Freelance Designer  
2015

#### Experience

- Creative artworking
- Web design
- Digital/print campaigns
- Event-based collateral

#### Clients

- Lloyds Bank
- BMW
- Weber Barbecues

### Esgate & Parkin

Owner/Designer  
2013 – 2016

#### Experience

- Brand creation/concepts
- Web design
- Powerpoint design

#### Clients

- Turk's Head/Whitelock's
- Trinity McQueen
- Max Ski
- Hoardtek

### Brass Agency

Freelance Designer  
2013 – 2015

#### Experience

- Graphic design for digital and print
- Video editing, animation
- Studio photography
- Stop motion animation

#### Clients

- Lucozade
- Ribena
- Sensodyne
- Haribo
- Maoam

### Crowns & Owls

Junior Assistant  
2012

#### Experience

- Film production/planning
- Set design
- Graphic design
- Treatment writing

#### Clients

- Arsenal FC
- Celtic FC
- John Smedley

## Qualifications

### Bath School of Art & Design

2009 – 2012

**BA (Hons) Graphic Communication** – 1<sup>st</sup> Class Honours

### Leeds College of Art & Design

2008 – 2009

**UAL Level 4 Foundation Diploma – Merit**  
**+ NCFE Certificate in Creative Craft**

## Skills

Branding / Art Direction

Motion Graphics

Storyboarding

Copywriting/concepts

Audio sourcing and editing

Scamping

Film Editing + Grading

Digital Design

Responsive Web Design

Web design for CMS

Responsive Email Design

Design for Print / Artworking

Photo Retouching

Basic HTML + CSS

Basic 3D Modelling

## Tools

*Highly Competent with:*

Illustrator

InDesign

Photoshop

After Effects

Premiere Pro

Sketch

*Also competent with:*

On-location film shoots

Studio Photography

*Some familiarity with:*

Cinema 4D

Blender

HTML + CSS

# Higher Education Academy Re-brand

Full re-brand and multi-channel collateral production for a higher education consultancy, aimed at supporting and collaborating with HE institutions to enhance the quality of teaching. The re-brand consisted of logo redesign, brand look & feel, brand guidelines, tone of voice considerations and strategic launch collateral, as well as continuously working with the client on a wide range of multi-channel projects and campaigns.

## Objective

Brand evolution to compliment new strategy and positioning developed from extensive audience research.

## Strategy & Positioning

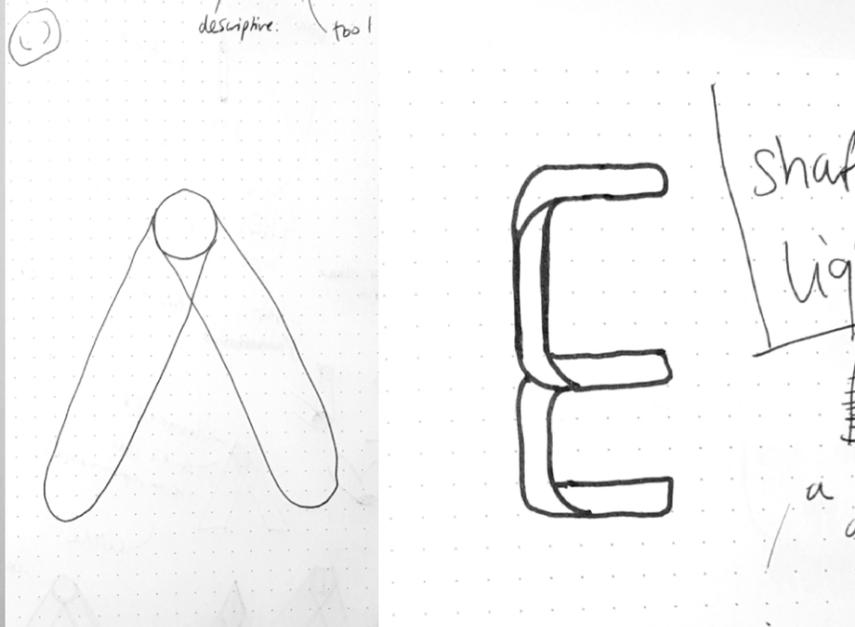
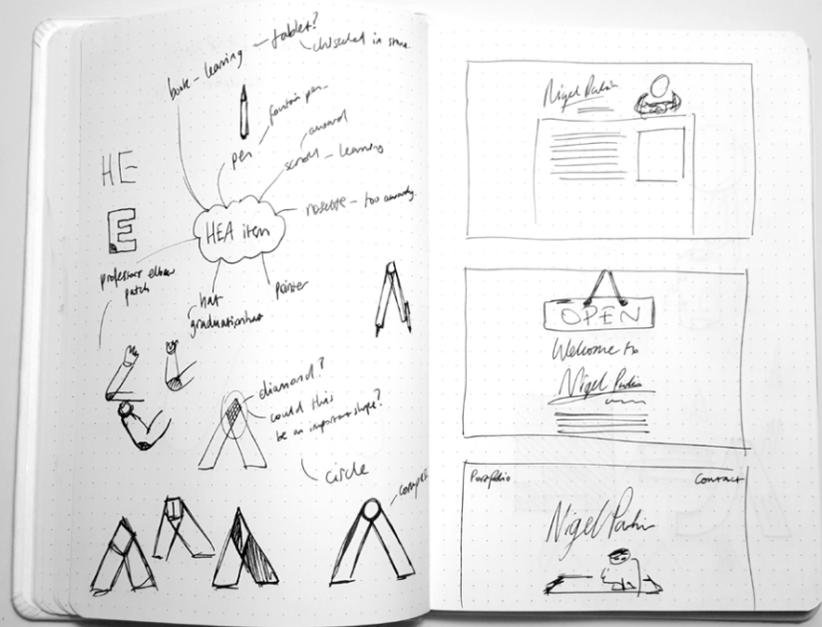
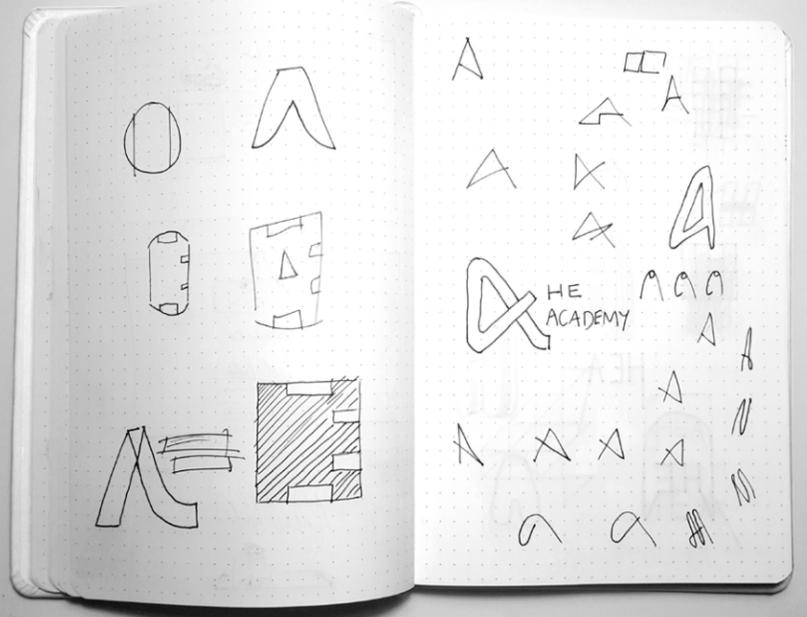
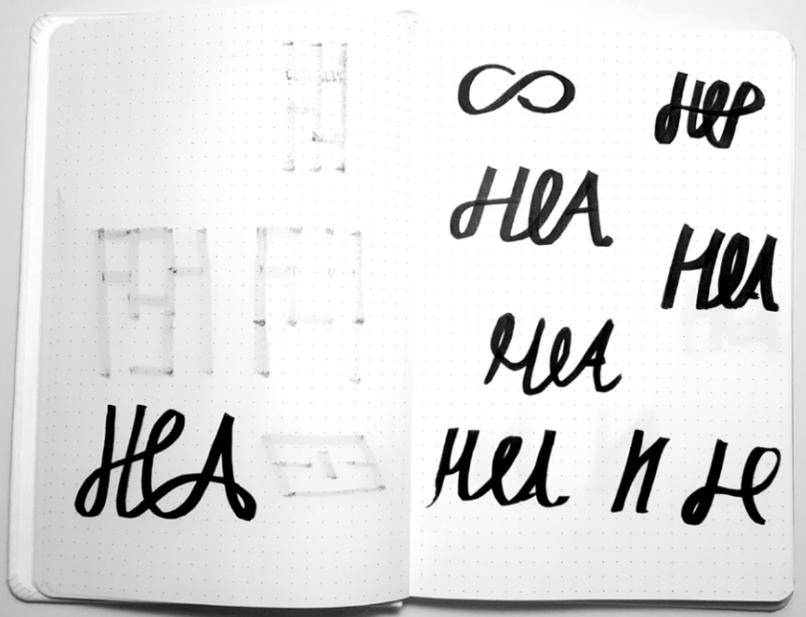
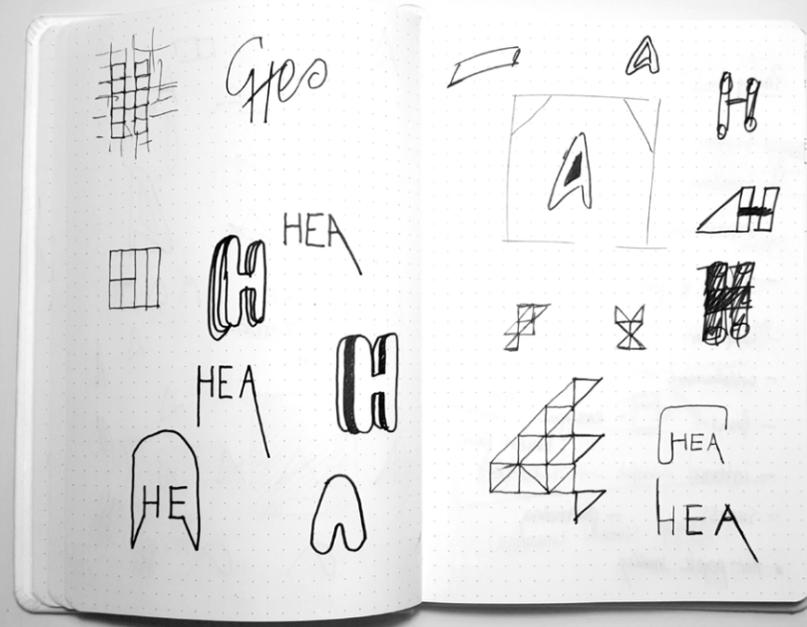
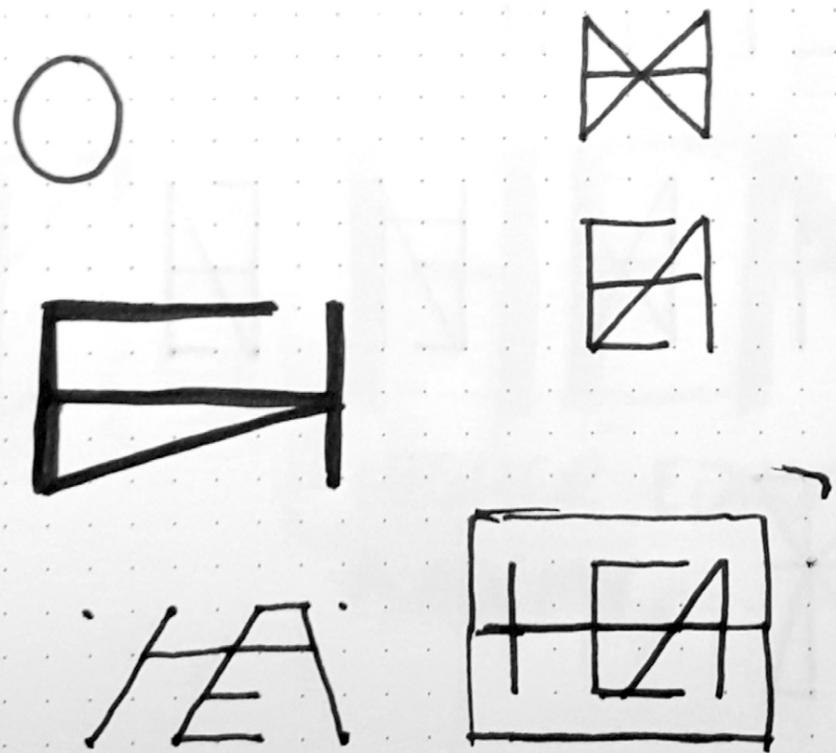
Through a striking, consistent and recognisable brand, working with strong and confident messaging, we would change the sector's perception of the HEA into a respected, world-class leader of transformation within Higher Education

## Deliverables

Identity  
Look & feel  
Brand stationery  
Press ads  
Website  
Digital ads  
Building livery  
Internal comms  
Brand guidelines  
Brochures  
Sub-branding  
Animations



- Continuously - looping, forever
- improving - quality
- teaching - knowledge, interaction.
- Quality - secure, built to last.
- Higher education - universities, advanced.



# Higher Education Academy



## Higher Education Academy / Re-brand

Creation of 'mobius/ribbon' logo, symbolising the continuous effort to make teaching better. Development of photography style using the ribbon as an extension of the logo and echoing the brand story of 'continuously improving teaching quality'.

Scott Parkin / Portfolio 2019



HEA Global Teaching Excellence Award 2017

In association with THE

Congratulations to our 2017 winner

WINNER

University of HUDDERSFIELD

Inspiring tomorrow's professionals

FIND OUT MORE >

HEA Global Teaching Excellence Award 2017

In association with THE

Entries now open for GTEA 2018

Submission deadline 18 January 2018

FIND OUT MORE >

HEA Global Teaching Excellence Award 2017

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Congratulations to our 2017 winner

FIND OUT MORE >

University of HUDDERSFIELD

Inspiring tomorrow's professionals

FIND OUT MORE >

Entries now open for GTEA 2018

Submission deadline 18 January 2018

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## Higher Education Academy / Various projects

Digital banners and identity creation for HEA Global Teaching Excellence Award. Ribbon illustration for HEA headquarters internal wall graphics. Identity and collateral for HEA's frameWORKS consultancy offering, including printed presenter pack and microsite.

Scott Parkin / Portfolio 2019

# Advance HE Connect – brand and campaign

For this higher education sector client, I created a sub-brand for an online community platform for HE professionals - called 'Advance HE Connect'. Working with the existing master brand logo, I created a mark and visual style that would be striking, intriguing and ultimately communicate very quickly what it was all about. From digital banners, to print ads, to a promotional animation - this is a great example of my skills in creating a full multi-channel marketing campaign as lead creative/art director.

## Objective

Sub-brand creation for an online networking platform for higher education.

## Strategy & Positioning

To support AHE's existing proposition of bringing people together to enhance the quality of teaching in higher education, as well as clearly and distinctly communicate the key benefits of 'Sharing, collaborating and connecting' with HE peers worldwide.

## Deliverables

Concepts  
Identity  
Look & feel  
Press ads  
Digital ads  
Pull-up banners  
Animations

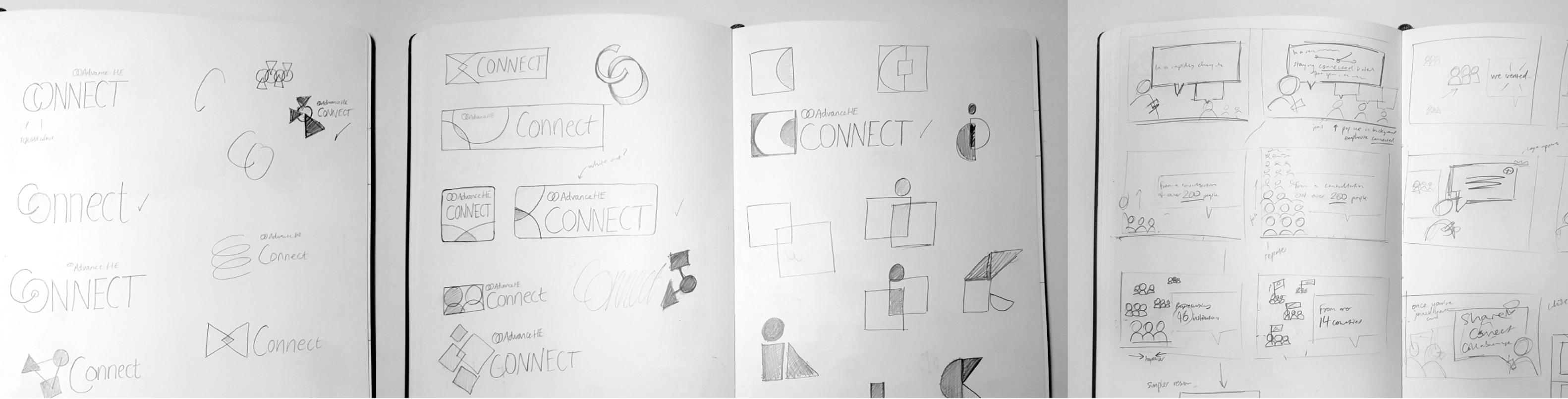
Share



Connect



Collaborate



Share.  
Connect.  
Collaborate.

Join the **online community** for all HE professionals

www.advanceconnect.ac.uk

AdvanceHE Connect

Join the **online community** for all HE professionals

Connect today  
www.advanceconnect.ac.uk  
#AdvanceHEconnect

AdvanceHE Connect

Bringing **academics** together.

Bring our new **online community**

www.advanceconnect.ac.uk

AdvanceHE Connect

Share  
Connect  
Collaborate

Join the **online community** for all HE professionals

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AdvanceHE Connect

AdvanceHE Connect

Share.  
Connect.  
Collaborate.

Join the **online community** for all HE professionals

Bring yourself... your thoughts... your content

www.advanceconnect.ac.uk  
#AdvanceHEconnect

Join the **online community** for all HE professionals

Connect today  
www.advanceconnect.ac.uk  
#AdvanceHEconnect

AdvanceHE Connect

Bringing **thought leaders** aspiring teachers academics institutions inspirers together.

Join our new **online community**

www.advanceconnect.ac.uk

AdvanceHE Connect

AdvanceHE Connect

Share  
Connect  
Collaborate

Join the **online community** for all HE professionals

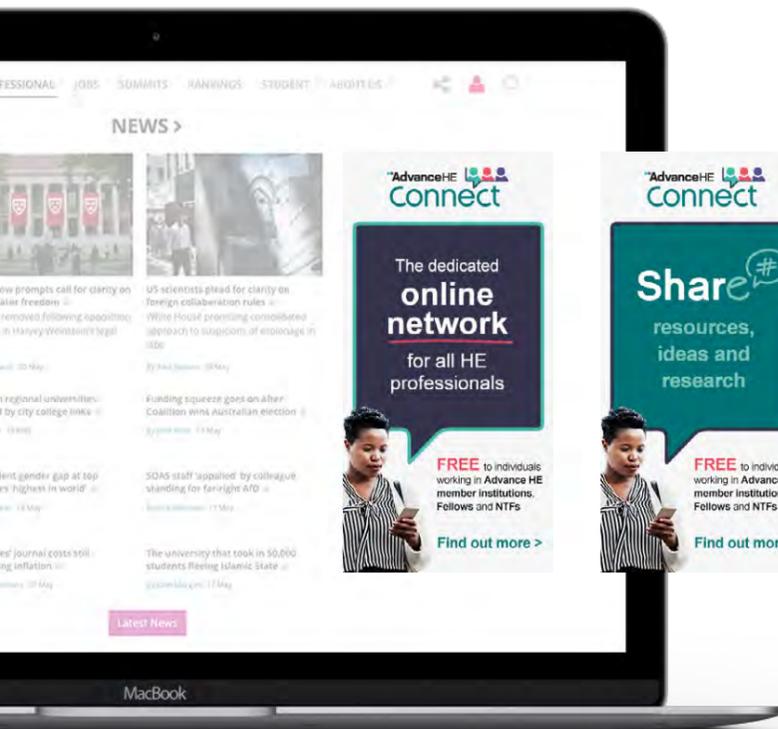
www.advanceconnect.ac.uk

AdvanceHE Connect

Share  
Connect  
Collaborate

Join the **online community** for all HE professionals

www.advanceconnect.ac.uk



# ASDA Photo

The ASDA Photo sub-brand focuses on highly personalised photo gifts and products – from framed photo prints to photo cushions and even 3D printed self portraits – aimed at parents, families and couples. Mainly working with identities created externally, my work for ASDA Photo was predominantly digital and print creative artworking for national campaigns.

## Objective

Produce engaging and on-brand digital and print collateral in line with national campaigns.

## Strategy & Positioning

Working with ASDA Photo's key theme of 'Made Personal', these products were aimed at families, parents, couples etc. that wanted to create highly personalised gifts for loved-ones.

## Deliverables

Website banners  
Digital ads  
In-store digital display  
Press ads  
Printed collateral  
Email design  
Landing page design

# ASDA Photo

Made personal



**PERSONALISE YOUR HOME**  
for less this autumn

5x7" GLASS FRAME

2 for **£20** (£16 each)

**£10**

SMALL SQUARE CUSHION (12x12")

Offer available from 23/09/15 until 20/10/15 while stocks last. Excludes branded cushions.

**love TO LOVE**

HEART CUSHION (LARGE) **£22** **£16**

CERAMIC MUGS 2 for **£10** (£6 each)

HEART KEYRING FAUX LEATHER **£7** **£5**

HIS AND HERS PLACEMATS 2 for **£10** (£8 each)

ASDA Photo Made personal

Available while stocks last. Offers end 15/02/16. Offer excludes branded mugs.

ASDA Photo Made personal

**let's DO EASTER**  
Sunday 27<sup>th</sup> March

25% off SQUARE CUSHIONS

from **£12**

Available while stocks last. Excludes branded cushions. Offer ends 19.04.16.

ASDA Photo Made personal

Shop Gifts All A-Z Prints Cards Wall Art Books Mugs Homewares Cases Same-Day Gifts

Gift ideas for Weddings

PERSONALISE YOUR HOME for less this autumn

2 for **£20** (£16 each)

5x7" GLASS FRAME

SMALL SQUARE CUSHION (12x12")

**£10**

Shop now

Canvas Prints

Photo Prints

Phone & Tablet Cases

Homewares

Photobooks

Create a gift that's personal

ASDA Photo Made personal

Cushions | Mugs | Photobooks | Cases | Home & Gifts | Wall Art

**love TO LOVE Valentine's Day**  
SUNDAY 14<sup>TH</sup> FEBRUARY

Shop now

His & Hers Placemats 2 for **£10** (£8 each)

Faux Leather Heart Keyring **£7** **£5**

ASDA Photo Made personal

Santa approved photo gifts

10x10" Large Square Cushion 2 for **£30** (£20 each)

Ceramic Mug 2 for **£10** (£7 each)

Shop now

Shop now

Santa Sack

A4 Calendar

ASDA Photo Made personal

**DAD'S THE CHAMPION**  
SUNDAY 18<sup>TH</sup> JUNE

Shop now

3x2" Acrylic Block **£9**

6x4" Acrylic Block **£15**

Shop now

Ceramic Mug

iPhone 6 Case **£8**

Shop now

ASDA Photo Made personal

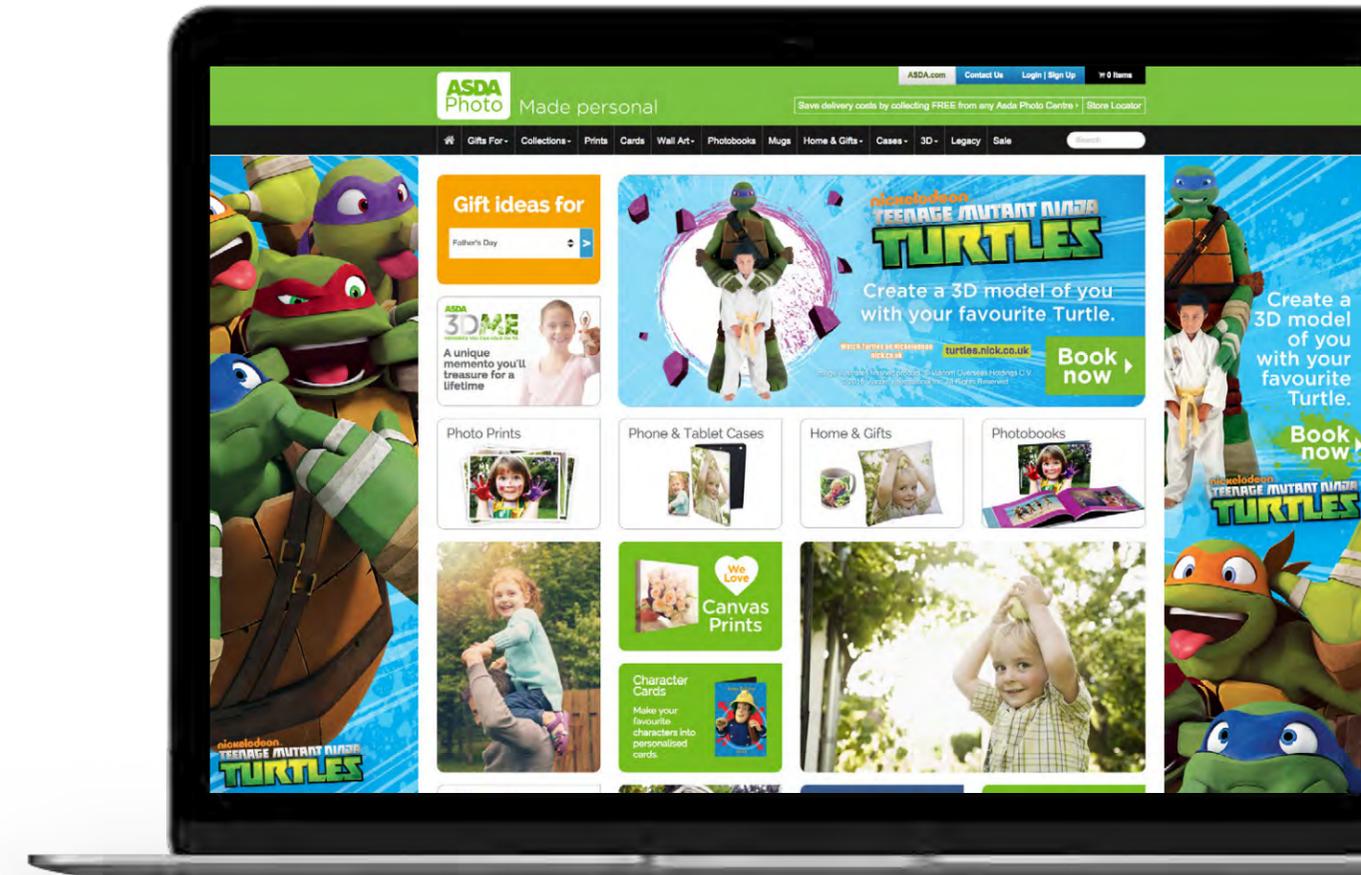
**EASTER OFFERS**

Shop now

Ceramic Mug **£8**

Shop now

**ASDA Photo** / Seasonal campaign digital and print collateral/artworking  
Email design and build, digital banners, print collateral and in-store screen displays for a wide variety of ASDA photo seasonal campaigns – working alongside their respective national master campaigns.

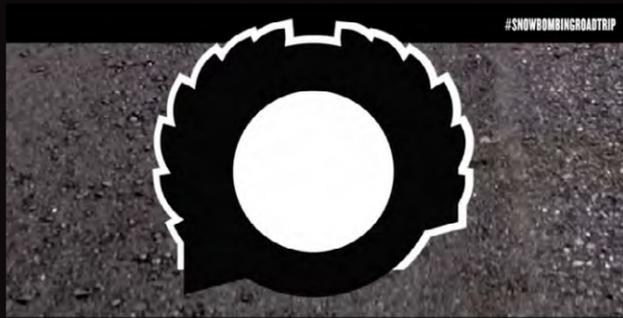


**ASDA Photo** / Working in partnership with big brands  
 Creating landing pages, print collateral and digital banners for ASDA 3DME partnerships, including Teenage Mutant Ninja Turtles, Spongebob Squarepants and England Rugby.

Scott Parkin / Portfolio 2019



# Lucozade Energy and Lucozade Sport – Social





**Lucozade Energy and Lucozade Sport / Social campaigns**  
Graphics, studio photography and digital painting for a range of social media campaigns.

**VICHY**  
LABORATOIRES

## **Vichy – Social**



**Vichy** / Social Media Product Photography  
Studio photography and retouching for consumer beauty products.

# Strengthening and developing Fulcrum's nationwide utility brand

Brand development, art direction and multi-channel comms for a nationwide utility services provider. Throughout a long relationship with this client, I have worked across a vast range of projects including: full website design from first concepts, to creating design systems to work well as a CMS, to working with developers in the final site build; internal comms (sub-branding, wall vinyls); printed sales presenters, animations and much more.

## Objective

Bring new life and energy to the existing Fulcrum brand, with application across a wide range of media from website to van livery.

## Strategy & Positioning

To retain a market leading edge within the highly competitive multi-utility sector, standing up as forward thinkers with advanced skills, knowledge and expertise. A thought leader. To achieve recognition as the UK's most trusted utility services partner, the first choice. Number one in class.

## Deliverables

Photography ownership  
Brand guidelines  
Internal Comms  
Fleet livery  
Website  
Display ads  
Email campaigns  
Sales presenters



Quartix

The UK's trusted utility services partner

[www.fulcrum.co.uk](http://www.fulcrum.co.uk)

03330 146 466



FULCRUM

NSIT



**Fulcrum** / Art direction / Brand development

Development of 'Streamlines' brand device – symbolising the energy delivered to homes and businesses across the nation and a reflection of the brand mark. In a sector of high vis and hard-hats, Fulcrum needed strong brand differentiation that also communicated their value proposition.

Scott Parkin / Portfolio 2019



**Fulcrum** / Website design

Full website from concept to completion, with high consideration for user journey and user experience throughout.

Scott Parkin / Portfolio 2019



 Spirit

The word "Spirit" is written in a large, black, sans-serif font. Above the letter 'i' is a small, colorful icon consisting of several small triangles in blue, green, yellow, and orange, arranged in a circular pattern.



**Fulcrum / Art direction / Internal Comms**

Internal Comms sub-branding and values creation, expressed through wall vinyls installed throughout Fulcrum's headquarters. The SPIRIT mark and values shapes were derived from the internal white space of the Fulcrum logo.

Scott Parkin / Portfolio 2019



## Ribena – Social



**Ribena** / Skydiving Berry animation

3D modelling/animation of Ribena Berry paired with motion graphics.



**Ribena** / Moving image social campaign  
Studio filming/stop motion animation for promotional social media posts.

# Repositioning Loyalty Works for the trade sector

Loyalty works, originally First4Loyalty, offers a service for building customer loyalty in the B2B sector. Having identified huge potential within the trade distribution sector where low spending accounts could be targeted, a new look and feel was required that would be more relevant to this audience. The brand and website would communicate to trade distributors and suppliers that wanted to implement loyalty schemes for their own customer base. With a requirement to retain a particular identifiable shape from the existing brand, this constraint became an opportunity rather than a hindrance and formed the basis for a distinctive look and feel.

## Objective

Re-brand and re-positioning, executed through a new website.

## Strategy & Positioning

Targeting customer loyalty in the trade sector. Through a vibrant and striking look & feel, Loyalty Works would stand out to its relevant audience by separating itself - both visually and tonally - from other trade-based brands.

## Deliverables

Concepts  
Identity  
Look & feel  
Website  
Animation



**LOYALTY  
WORKS**



LOYALTY WORKS    What We Do ▾    Real Results ▾    Our Approach ▾    About Us ▾    Contact

# Protect and build your market share

Our personalised schemes help you compete with the big nationals - with their bigger budgets and bigger buying power.

[Learn more](#)



LOYALTY WORKS    What We Do ▾    Real Results ▾    Our Approach ▾    About Us ▾    Contact

# Pure brilliant results

Loyalty Works works really well for builders merchants, plumbers merchants, timber merchants, plant and tool hire, electrical wholesalers and flooring distributors.

[Learn more](#)



LOYALTY WORKS    What We Do ▾    Real Results ▾    Our Approach ▾    About Us ▾    Contact

# Our approach delivers measurable results

Don't just take our word for it - see the real results we've achieved for real clients.

[Learn more](#)



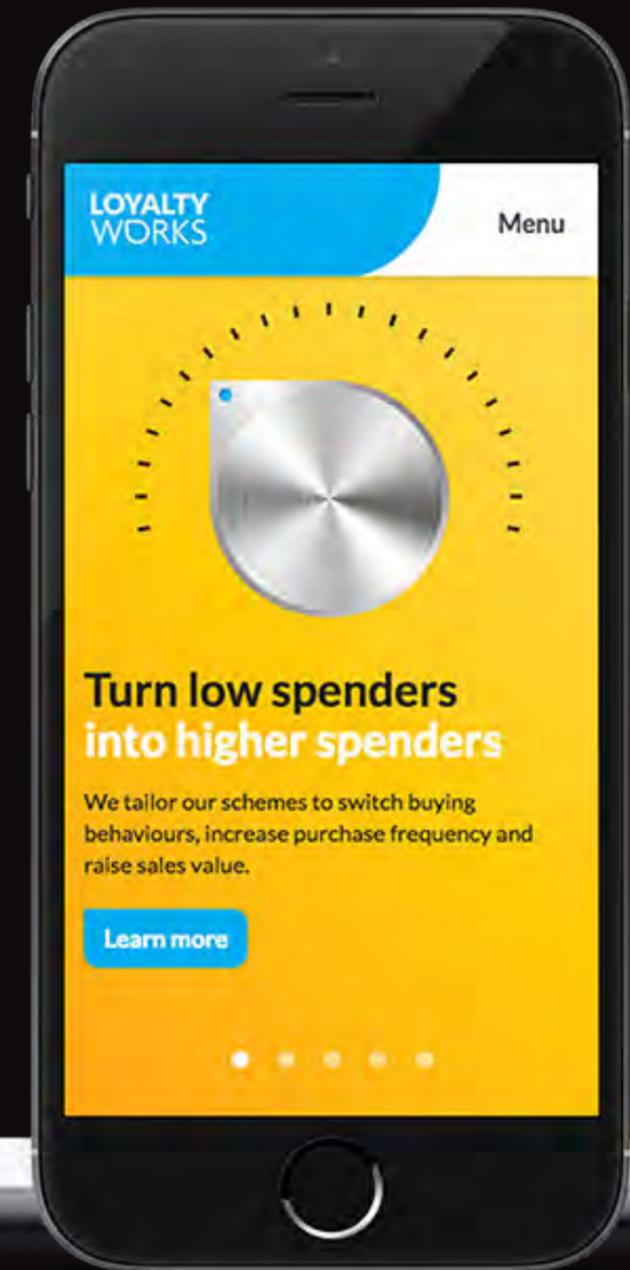
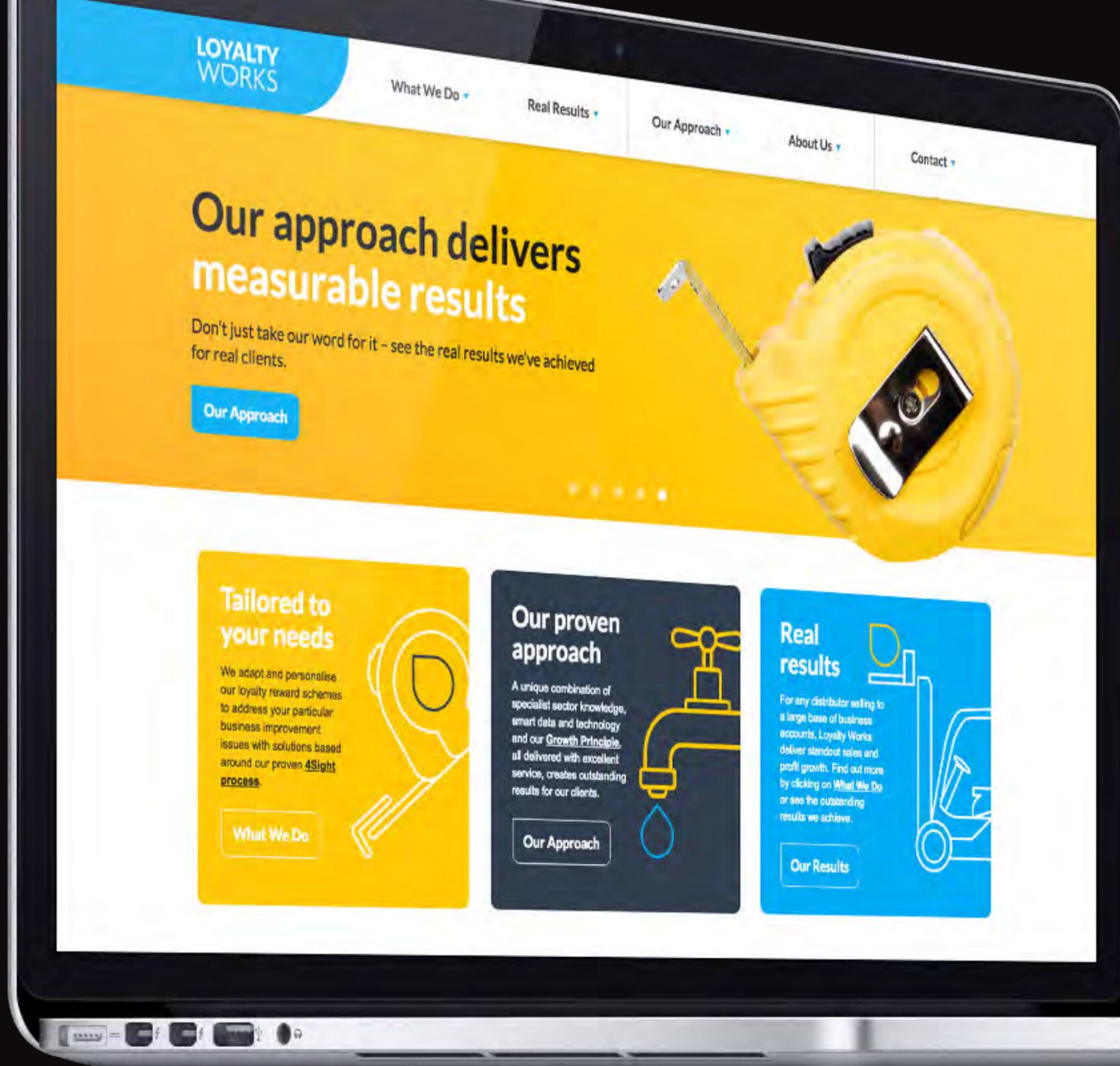
LOYALTY WORKS    What We Do ▾    Real Results ▾    Our Approach ▾    About Us ▾    Contact

# We adjust our schemes to fit your needs

We really get to grips with your specific issues and create a solution that does the job.

[Learn more](#)



# Bringing character to Interfloor's hidden product

Interfloor's carpet underlay has a range of benefits that needed to be communicated to the audience in an interesting and engaging way. The typical customer for carpets does not go into the buying process with carpet underlay in mind, and the product doesn't look very exciting in itself – so creating a really striking and engaging campaign was necessary to get the attention of those passive buyers. One of the routes for this campaign was 'The Comforteers', a group of characters that described the benefits of the product. They are like the unseen workers, the hidden force behind a comfy, durable, bouncy, deep, warm carpet.

## Objective

Develop an exciting consumer campaign for carpet underlay.

## Strategy & Positioning

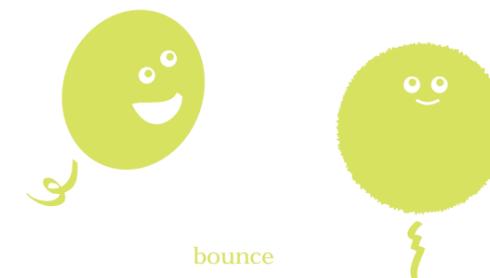
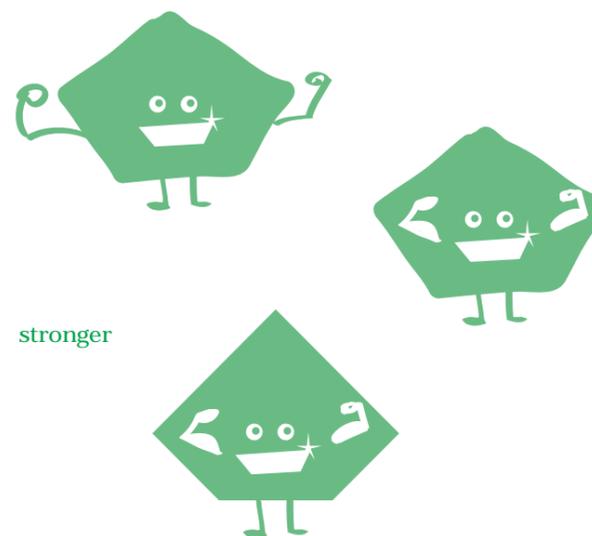
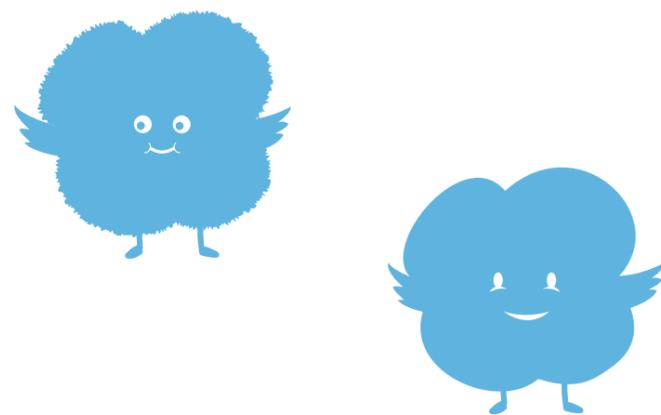
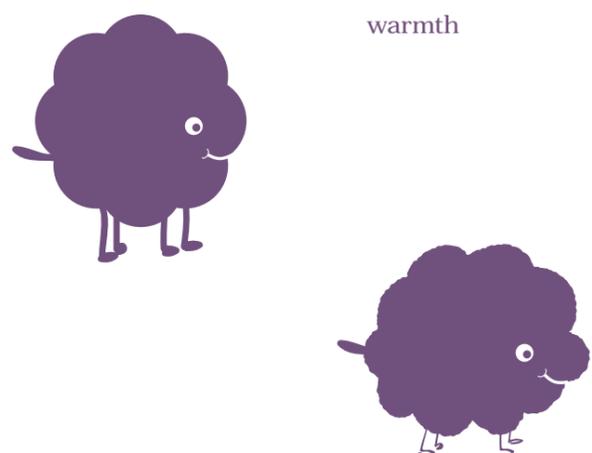
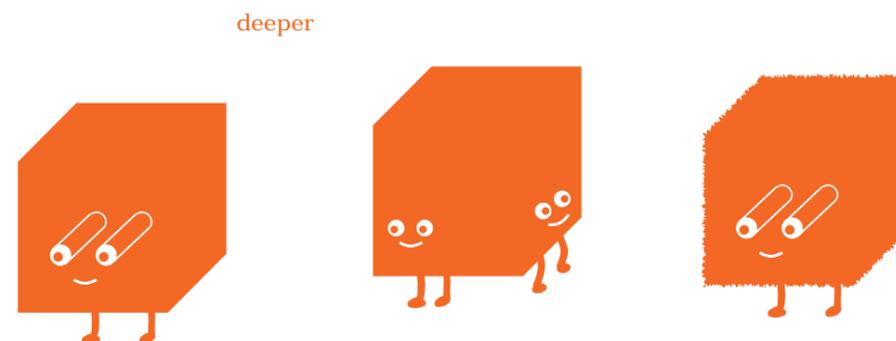
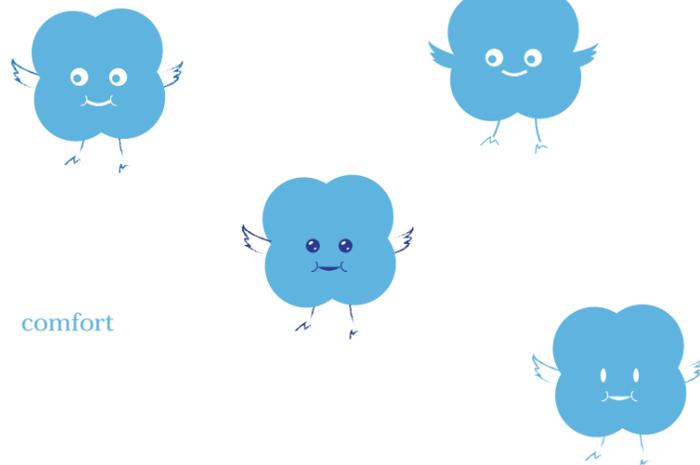
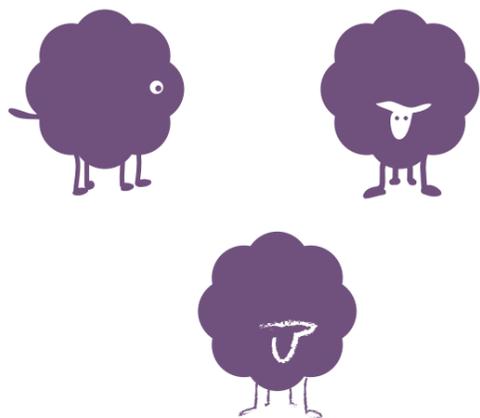
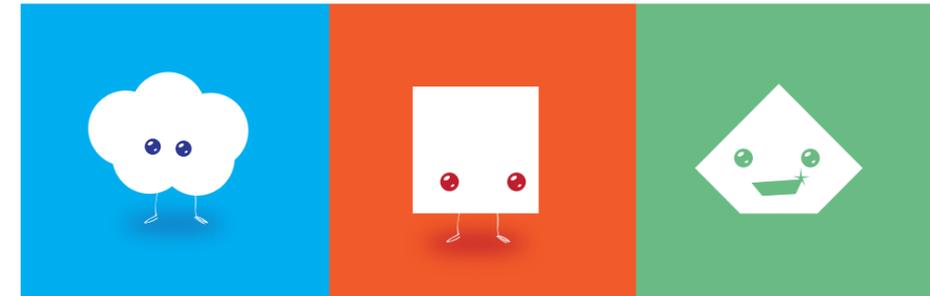
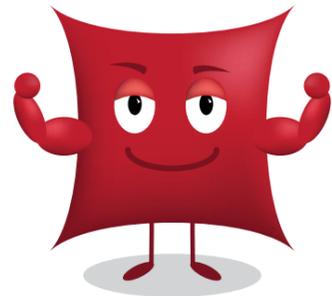
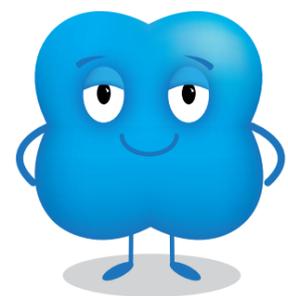
By giving life and character to a product that is typically unseen (under carpets), Tredaire should seem like the obvious go-to option when consumers are choosing underlay (typically bought as an additional purchase with their carpet).

## Deliverables

Campaign concepts  
Animations  
Digital banners  
In-store displays  
Promotional leaflet



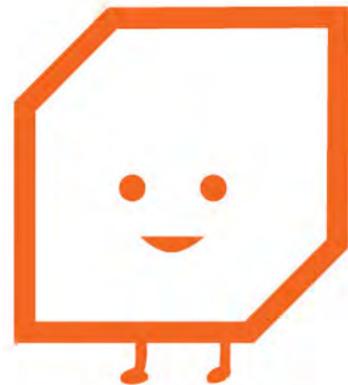
**TREDAIRE®**



# The Comforteers



**warmth**



**depth**



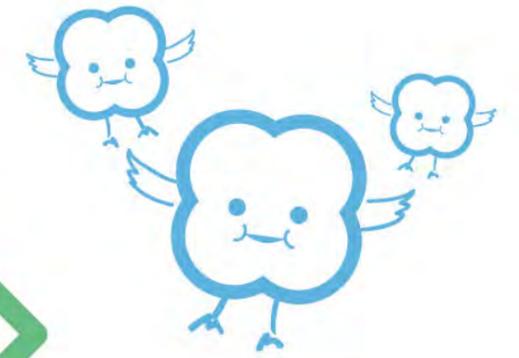
**bounce**



**lovable**



**durability**



**comfort**

**Cozee**

**Snuggles**

**Snuggsy**

**Dippy**

**Johnny  
(Johnny Depth)**

**Boingy**

**Rebo  
(Rebound)**

**Amy  
(Amy Amour)**

**Beatrice**

**Muscles**

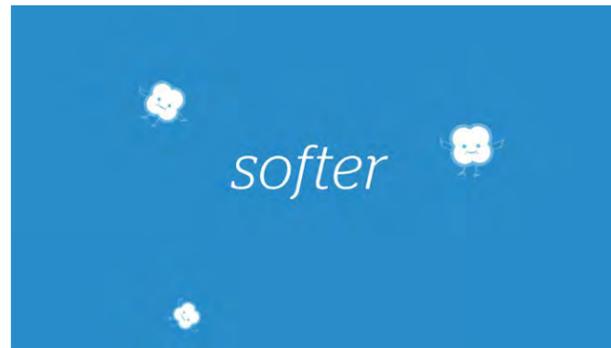
**Marlon**

**Bruce**

**Softee**

**Squidge**

**Feelix**



# **HARIBO**

**Haribo and Maoam  
– Social**



**Haribo & Maoam – Social**

Animation, studio photography and design for social media posts.

Scott Parkin / Portfolio 2019



# Win!

**MAOAM Tropical Pinball Competition**

5 lucky winners will receive

- a custom designed MAOAM football shirt
- 5 bags of limited edition Tropical Pinballs

Terms and conditions apply

# WHAT WOULD YOU TURN BLUE?

TELL US TO WIN!

## Haribo & Maoam – Social

Animation, studio photography and design for social media posts.

Scott Parkin / Portfolio 2019

# Leeds City Council Pitch – Leeds Parks Fund

This pitch for Leeds City Council was to focus on the generation of funds to support and facilitate the development of parks and recreational spaces throughout Leeds. A cause which I could really get behind, I very much enjoyed working on this project and seeing the concepts come to life.

## Objective

Create a meaningful and clear identity campaign to raise awareness of the Leeds Parks Fund.

## Strategy & Positioning

Rather than just appealing to the individual, my creative concepts were routed in themes of community, coming together and working together.

## Deliverables

Identity concepts  
Ad concepts



Come together  
and make  
our parks **better**





# Leeds Parks Community Fund



Leeds Parks  
Community Fund  
KIRKSTALL



Leeds Parks  
Community Fund  
ROUNDHAY



Leeds Parks  
Community Fund  
CROSS FLATTS



# Leeds Parks Pledge







**dR Christmas – VR Snowglobe** / 3D rendering (Blender) and creation/development of virtual reality game

Email campaign design leading to 3D Snowglobe puzzle game, with ability for select clients to view the game through a supplied Google cardboard lens. This project was featured on Campaign Live's 'Best Agency Christmas Cards of 2016'. [Step into the snowglobe >](#)

Scott Parkin / Portfolio 2019

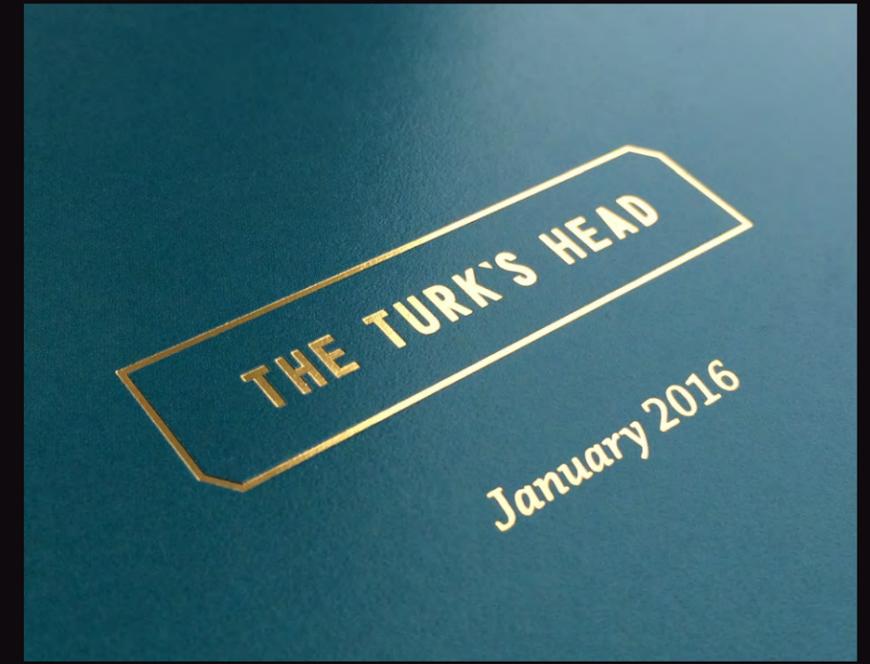
# Personal Projects & Photography



### Personal work – Branding for Strawberry Thief bar

Branding project for a Belgian beer bar in Bristol, drawing inspiration from the work of William Morris – including logo, look and feel, menu and window vinyl design.

Scott Parkin / Portfolio 2019



**Personal work – Branding for The Turk's Head bar**

Branding project for Whitelock's sister bar 'The Turk's Head', in collaboration with Lord Whitney (interior designers for the project). Project included logo design, menu, window vinyls, microsite and social media design system.

Scott Parkin / Portfolio 2019



# Magpie Press

High-quality, creative foil printing and embossing.



## Hello

Welcome to Magpie Press.

We are a creative print studio based in Leeds, UK, specializing in hot foil printing and embossing.

[About us >](#)

[Get in touch >](#)

[Shop >](#)

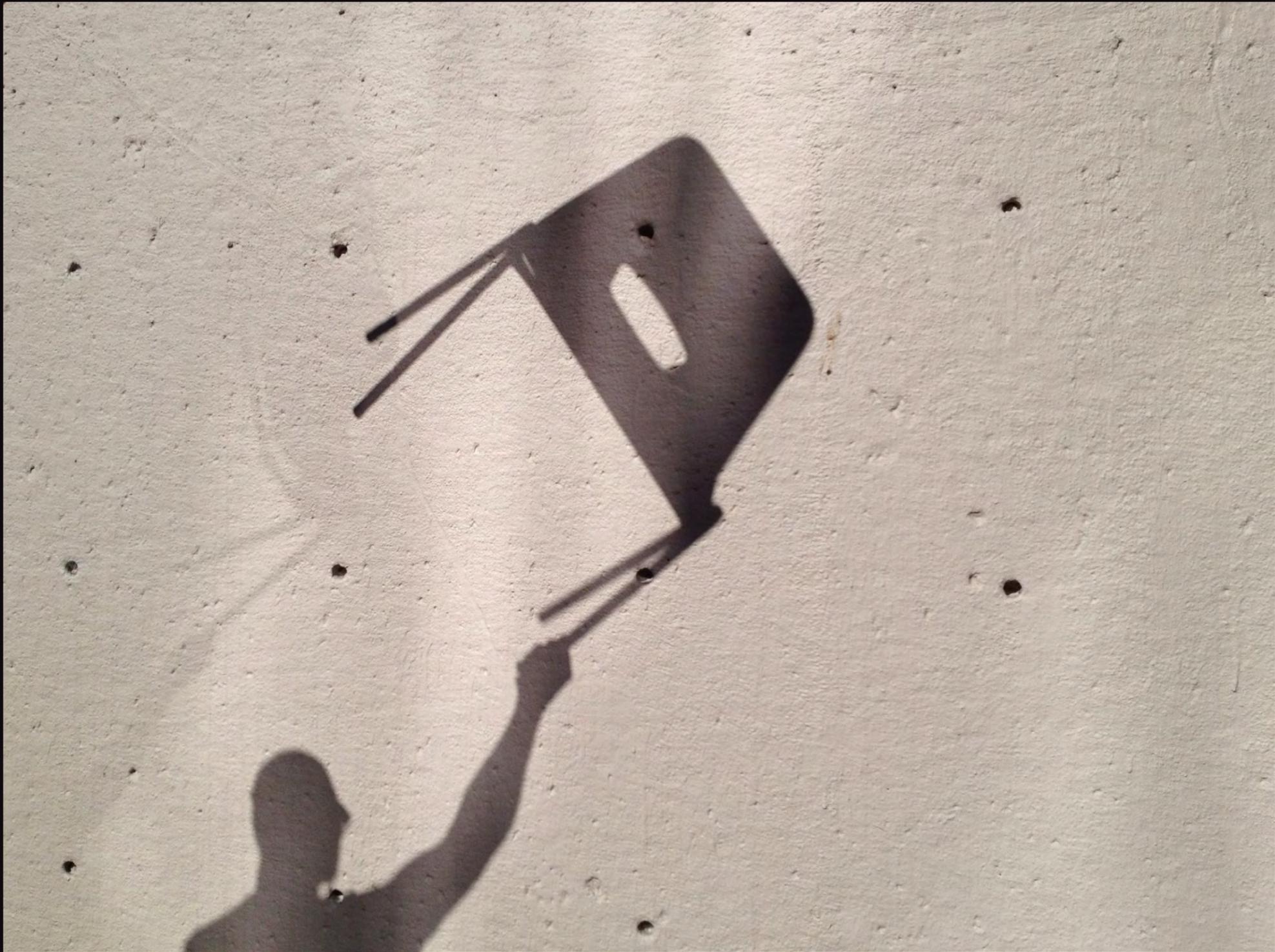


### Personal work – Setting up my own hot foil printing company, Magpie Press

In 2014, I started a hot foil printing company with a close friend. We bought a small, hand-operated press and got up and running. I worked on the branding, website design, website build, foil printing jobs and general management of the business.









**Thank you  
for your time.**

Contact: [sp\\_707@hotmail.com](mailto:sp_707@hotmail.com) / 07587170273