

NIK HANDSON • GRAPHIC DESIGNER



# CURRICULUM VITAE

## ABOUT ME

With over two decades of creative experience spanning brand, print, and digital, I've pretty much seen and done it all. As a versatile all-rounder, I thrive on expanding my skillset and seizing every opportunity to grow. I take immense pride in my ability to evolve creatively, lead with experience, and help businesses and those around me reach their full potential.

## EDUCATION

- 2000-2003: **Middlesex University.**  
Visual Communication  
& Design (Graphics) BA Hons
- 1999-2000: **Chichester College of Art,  
Science & Technology.**  
BTEC Diploma Studies in  
Art & Design.  
City & Guilds Creative Skills  
(Life Drawing).
- Prior to 1999: **Bognor Regis  
Community College.**  
A-Level Art & Design (B).  
10 GSCEs grades B to C  
including: Art (B), Design  
(B), English (C), Science (B),  
Mathematics (C).

## SKILLS

InDesign  
Illustrator  
Photoshop  
Acrobat  
XD  
After Effects  
Sketch  
Figma  
Canva  
Word  
Powerpoint  
Excel  
Outlook  
WordPress  
Dot Digital  
HTML/CSS  
Digital Design  
Animated Graphics  
Print Design  
Cutter Guides  
POS / Packaging

## INTERESTS:

Football, Basketball, G1  
Transformers, Hip-Hop,  
Films and Gaming.

## CAREER HISTORY

### **Oxygen Activeplay: Senior Multimedia Designer** | Oct 2023 - Present

I'm the go-to creative genius on the small but mighty Marketing Team at Oxygen Activeplay, also home to the awesome RedKangaroo and Boost Trampoline park brands.

As *the* Senior Multimedia Designer, I sprinkle a bit of magic on everything Oxygen does, from crafting eye-catching visuals and writing snappy copy, to bringing the brand to life across all sorts of media including; posters, flyers, wayfinding signs and branded merch that catch eyes and promote BIG-TIME FUN! There's also animations, video content and graphics for their website, email campaigns and content for social media channels that keep audiences engaged and excited, OOH materials and outreach pieces that spread the word and draw in the crowds...

Basically, if it needs a creative touch, I'm on it, ensuring everything looks fantastic and communicates Oxygen's mantra of promoting Active play and having BIG-TIME FUN in their parks.

### **Tes: Head of Creative** | Aug 2017 – Apr 2023

For nearly 6 amazing years at Tes, a global powerhouse in education software and services, I led the creative charge as they transformed from a recruitment, training, and news hub to a cutting-edge SaaS provider. I was at the helm of the brand evolution, steering Tes through this exciting journey.

I captained a talented crew of 4 designers and 2 copywriters within the marketing team. Together, we tackled the entire creative process—from brainstorming brilliant ideas to delivering top-notch creative outputs. We made magic happen across both B2B and B2C channels, showcasing Tes' products and services through engaging website landing pages, dynamic emails and captivating videos, eye-catching event materials and POS displays that turned heads and drove sales.

As the overseer of all their creative endeavors, I ensured everything produced was nothing short of spectacular, resonating with Tes' audiences and driving the brand forward.

## CAREER HISTORY CONTINUED...

### **Sainsbury's: Lead Graphic Design Manager** | Oct 2016 – Aug 2017

As head of the graphic comms team at Sainsbury's, I managed the creative process, ensuring top-notch in-store communications. I led a talented team to produce outstanding visuals and signage, working closely with agencies and printers to maintain quality and budget. Ultimately, I ensured every communication enhanced the shopping experience.

### **Sainsbury's (Tu Clothing): Lead Digital Designer** | Jul 2015 – Oct 2016

Leading the creative charge for the Tu Clothing website launch in July 2015 and beyond, I crafted captivating content through bespoke, fully responsive landing pages, wireframes and prototypes, all designed to maximise customer engagement with the brand.

My role included creating stunning visuals and handled HTML/CSS front-end coding to bring Tu's digital presence to life. Conducting customer research and refining copy for SEO to ensure Tu's content hit the mark. Directing photography to capture the essence of Tu Clothing. Working seamlessly with Marketing, Merchandising, Trading, Senior Managers, and Directors, as well as external creative agencies and brands like Admiral, Disney and Playtex to ensure a unified message across Tu's online estate. Editing imagery and designing promotional, animated banners.

In essence, I made sure Tu Clothing's digital presence was not only cohesive and compelling but also always ahead of the curve.

### **Academia: Senior Graphic Design Manager** | Dec 2012 – Jul 2015

In my first managerial role, I juggled creativity and leadership, crafting diverse marketing collateral for the leading technology in education reseller and overseeing a junior designer and marketing exec. I played a key role in shaping and evolving Academia's brand to stay ahead of industry trends, developing eye-catching marketing materials across digital and print, creating guidelines documents and nurtured the brand to ensure it stayed fresh and relevant, and worked with tech giants like Apple, Microsoft, Adobe, HP, and Dell to promote their cutting-edge products to schools, colleges and universities across the UK.

### **Computers Unlimited: Senior Graphic Designer** | Feb 2011 – Nov 2012

During my time at the tech distributor CU (now Exertis Unlimited), I expanded my commercial savvy and honed my HTML/CSS front-end development skills. I worked on everything print and digital from marketing emails and their website to product brochures and adverts for national publications, diving headfirst into the world of e-commerce and collaborating with some fantastic tech brands. In the role I created event collateral, POS, flyers, catalogues and digital comms for top-tier brands like Apple, Microsoft, Adobe, Sonos, HP and Samsung. I built and optimised emails and website content, boosting engagement and functionality all the while gaining valuable experience in the e-commerce space, enhancing my understanding of digital marketing and sales strategies. In essence, I balanced creativity and technical prowess to produce standout marketing content, driving brand success and innovation in the tech world.

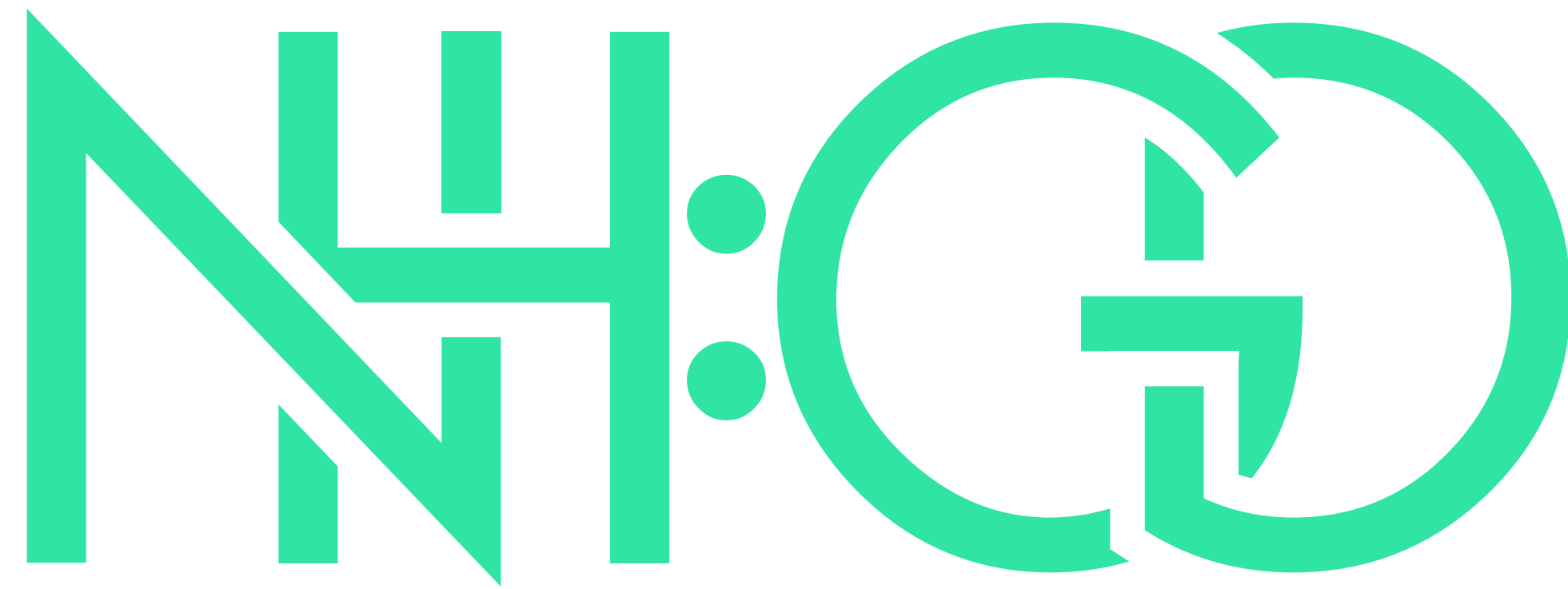
### **Kingswood Steele Ltd: Mid-Weight Graphic Designer** | Mar 2009 – Feb 2011

Playing a pivotal role in the bustling print company's design studio, I brought ideas to life across multiple sectors and honed my skills in the art and science of print across a wide range of printed materials, from stationery and annual reports to brochures, flyers, POS, banners and event stands for a diverse array of industries including fashion, finance, luxury goods, music and media. I would work on projects for big names like Longines, Barclays, BNY Mellon, Brown Hart Gardens, EMBL, UBS, as well as pubs, theatres, musicians and event companies.

### **Express Printing Ltd: Graphic Designer** | Jan 2006 – Mar 2009

From 2003, Post-Middlesex University I started my career as a freelance designer, sending projects from my clients to Express Printing on a regular basis. In January 2006, they invited me to join their design studio full-time. I would go on to gain comprehensive knowledge of litho and large format print processes, mastering the print design craft from the inside out.

I also expanded my skills in brand design, packaging and front-end web development, creating standout artwork and marketing materials for some big names; Bourne Leisure, Butlins, Haven, Warner Leisure Hotels, Premier Inn and Club Med as I delivered exceptional results to set the stage for my future in design.



NIK HANDSON • GRAPHIC DESIGNER



P O R T F O L I O



# Oxygen Activeplay May Half-Term Campaign

Oxygen run indoor active play parks across the UK, featuring various equipment and activities for kids including trampolining, climbing and softplay. Their brand aligns with the BIG-TIME FUN to be had in parks and is communicated in a fun, confident way with a sprinkling of cheeky wit.

To celebrate the excitement of the May Half-Term school break, I created a hero marketing campaign across multiple touch points.

The campaign balanced commentary on the typically unpredictable weather and anticipation for a summer packed with sports, including the Euros and the Olympics. Various agility-related fun, games and competitions would be taking place across parks, offering kids the chance to win exciting prizes.

In-line with the Oxygen brand, I used an image of a child from a brand photoshoot, illustrated themed elements and wrote copy that aligned with the brand's tone of voice. This cohesive design was seamlessly integrated into various templates for both print and digital platforms.

FIND OUT MORE



**MAY THE GAMES BEGIN!**

We can't predict the weather, but rain or shine we know there will be **BIG-TIME FUN** to be had throughout the month of May with us!

We're jumpin' into a summer of sport early. Bring your game face and **get ready to win** with our hero crew!

DON'T MISS OUT. BOOK EARLY!  
🌐 [Oxygenfreejumping.co.uk](https://oxygenfreejumping.co.uk)  
☎ 020 8050 1315  
f @OxygenActiveplay

**OXYGEN**



# Bella Italia Tradition & Treasure Campaign

Bella Italia is a chain of over 90 restaurants offering meals inspired by Italian cuisine in the United Kingdom and Ireland. They were looking to tell the story of their suppliers as part of their ‘Tradition & Treasure’ advertising campaign.

Bella Italia are proud of their relationship with their suppliers, sourcing authentic, fresh ingredients from regions across Italy, however their customers don’t necessarily know about their links with Italian tradition in this way.

They were looking for a campaign to teach people what Bella Italia is about, and to inspire a greater frequency of visits because of it.

I would be supplied with images of Salvatore Contino, who runs Saponi D’Italia, a small company where Bella Italia source their Pesto and Salsa Verde, and images of various dishes using these ingredients.

The ideal I took forward was to blend their images and messaging to force a more obvious connection between what Bella Italia’s customers are ordering from the menu and where the ingredients originated from.

FIND OUT MORE





# Mattmac

## 2023 Tour Promotion

Mattmac is a music producer, writer, emcee and singer from Manitoba, Canada. His story is an inspiring one, where in the face of adversity in being born blind, he's determined to succeed with his passion for music. I've had the pleasure of creating the majority of his artwork since his first official release in 2019.

Mattmac kicked off the new year, a few months after the successful release of his second album, "Blurred Visions" by announcing several dates for his 2023 tour.

Supplied with an image of the Manitoba musician, I was given free reign over the creative direction.

I was after a bold, contemporary look playing to the angles within the image that I would hope to align the supplied text to. The only stipulation with the text for the poster was for it to appear as a list.

The cables running across the skyline allowed me to stagger the dates above the year, which I placed behind the artist himself.

To give the poster a more dynamic feel, I set Mattmac's cane over the remaining typography to really bring it to life across the various digital and print formats.

FIND OUT MORE





# AttractionTickets.com Brand Campaign

As a major player in the travel sector, AttractionTickets.com provide a diverse range of attraction, activity and experience packages worldwide. Their vision is to bring happiness and excitement to peoples lives.

To support the expansion of AttractionTickets' offering into new territories, they were looking to utilise a wide-reaching brand campaign to promote the range of products they sell.

The campaign centred around the headline; *"Taste the highlife... with AttractionTickets.com"* which conjures up imagery of those special occasions experiencing the highlife, sipping champagne, luxurious food and intimate settings... coupled with the adrenaline rush at the heights of rollercoasters, views from a ski lift or tranquility of a hot air balloon ride at 2,000 feet up.

"Tasting" the experience alludes to a moment in time, something unique, exciting, fun and special to experience before you have to go back to normality... but will leave a priceless memory that can be treasured for a lifetime.

Juxtaposing 'highlife' imagery together, centred around their brand mark I produced print and digital assets based on the feel of a movie promotion...

[FIND OUT MORE](#)





# Sonos

## Loud & Clear Window & In-Store POS

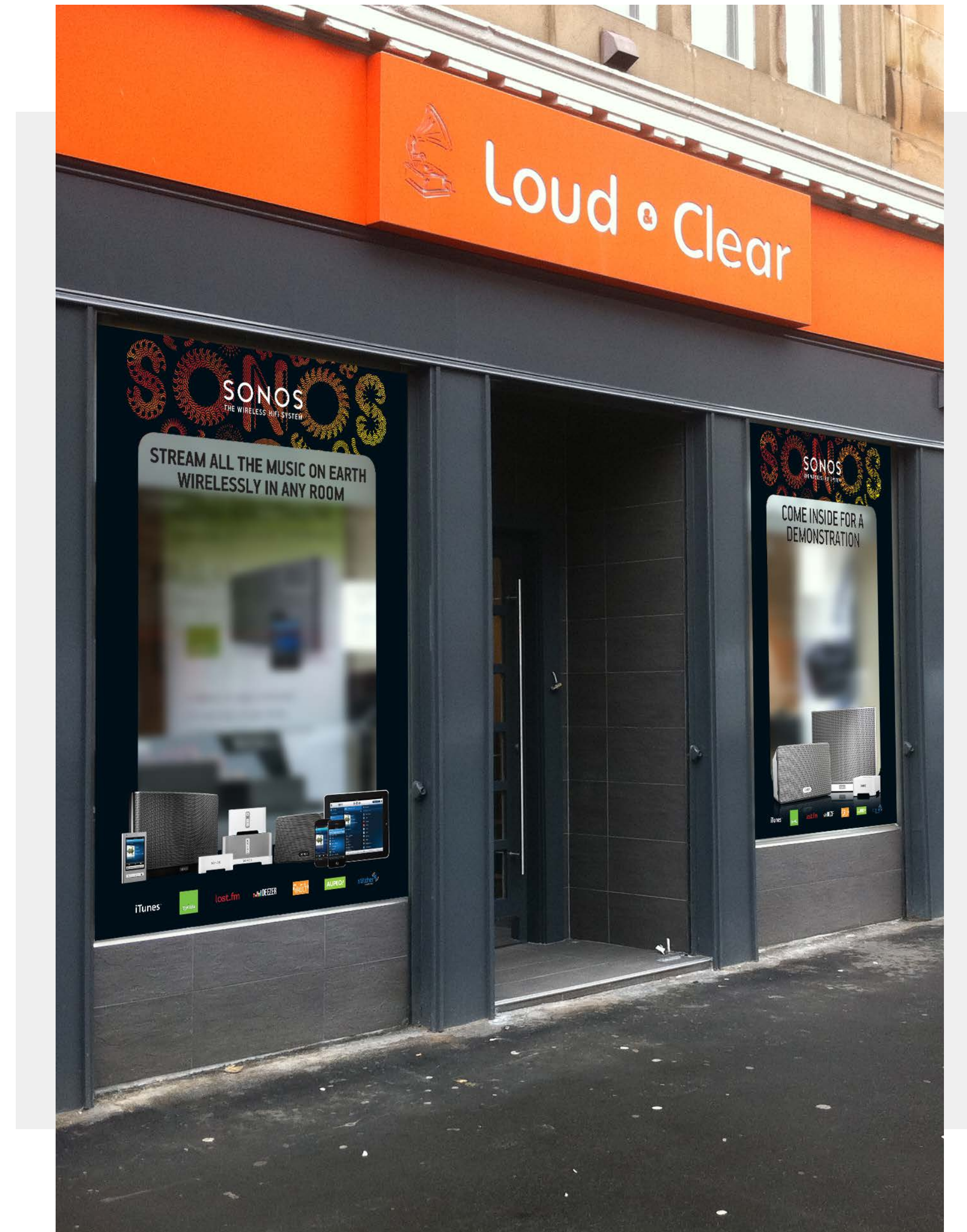
Sonos creates wireless streaming hifi technology, enabling customers to play all of the music on Earth in any room.

Sonos reseller Loud & Clear required window graphics and in-store POS for their Glasgow store. I was tasked with creating vinyl window surrounds for their shop front which would allow for a view into their store display and bespoke, on-brand graphics for their existing shelving which homed Sonos' various wireless speakers and home sound systems.

Once I'd received the dimensions, I set about using various brand assets provided by Sonos to create the simple POS marketing graphics, making use of the printers' large format VersaCamm cutter feature to cut out the central space in the vinyl window graphics allowing for a view into the shop display.

The in-store POS followed Sonos' brand guidelines for logo mark placement, messaging and streaming service logos, supplied as separate elements designed to slot into the existing shelving.

[FIND OUT MORE](#)





# NHale Best In Me

NHale, son of the legendary Nate Dogg is a singer hailing from Longbeach, California. As an artist in his own right, he's picked up the legacy his father left to take listeners back to that 90s G-Funk sound.

NHale released his "Prince of the Westside" album in early September 2022. The first track on the release, "Best In Me" really caught my attention as a dedication to his father, stories of growing up and sampling "Nobody Does It Better", one of many iconic songs from Nate Dogg's catalogue of music.

Inspired by the song, and that NHale recently announced that he had become a father himself, I set about creating a cover for the song before it would be released as a single.

I would redraw and stylise in Illustrator a photo NHale posted of him and his son, and combine that with an existing photo of Nate Dogg, again stylising it in the same way to produce an entirely scalable vector image of three generations of the family members.

After sharing the artwork with NHale over Instagram, he messaged me to say thanks and to email him the artwork to frame.

[FIND OUT MORE](#)





# Tu Clothing Gok's Edit Landing Page

Tu, Sainsbury's supermarket's own-brand clothing covers seasonal wear and wardrobe staples available in-store and online, and includes various collections and collaborations from the some well-known people and brands in the fashion industry.

Gok Wan's partnership with Tu Clothing continued in September 2016, with Gok creating his own edit from a selection of items from Tu's Autumn collection.

I built the landing page as a continuation of the Tu X Gok brand, using the corners from the logo to highlight the various items brought together to create the outfits. I wanted the page to have an editorial feel, with a look straight out of a fashion publication to help push the edit's credentials.

I also set about bringing Gok's personality into the page, incorporating his signature, quote and interview video, where he details the elements he's brought together.

FIND OUT MORE

More from [Sainsbury's.co.uk](#)

Tu help   Tu Store locator   Tu Log in / Register

Tu only at Sainsbury's

Search

Your basket 0 items £0.00

Checkout

New   Women   Men   Lingerie   Shoes   Girls   Boys   Baby   Sale

Free Click & Collect on orders over £15

Free returns to participating stores

Next, Named & Standard delivery

Gok's Edit

Designed By Tu, Styled By Gok

As Style Ambassador for Tu, I'm so excited to share with you my favourite pieces from this season's collection. For styling tips on how to wear them, check out my video at the bottom of the page. To view the items in my edit that'll get you bang-on trend this autumn, visit the link below...

Shop the edit >

BUILDING THE LOOK 

Shop the edit >

THE JACKET

THE BLOUSE

THE SKIRT

THE BOOTS

FASHION MATHEMATICS

+

=

"Introducing the season's most show-stopping frock. It sums up everything I love about Britain's fashion explosion in the 1960's: an above-the-knee length, a sharp A-line shape and bold colour. And styled over the vibrant green polo neck? Sensational."

Shop the edit >



# Tes Brand Guidelines 2023

Tes is the largest global software and services provider to the education sector. Formally the Times Education Supplement, Tes has evolved as a business since separating from The Times to cover resources, training, recruitment and software.

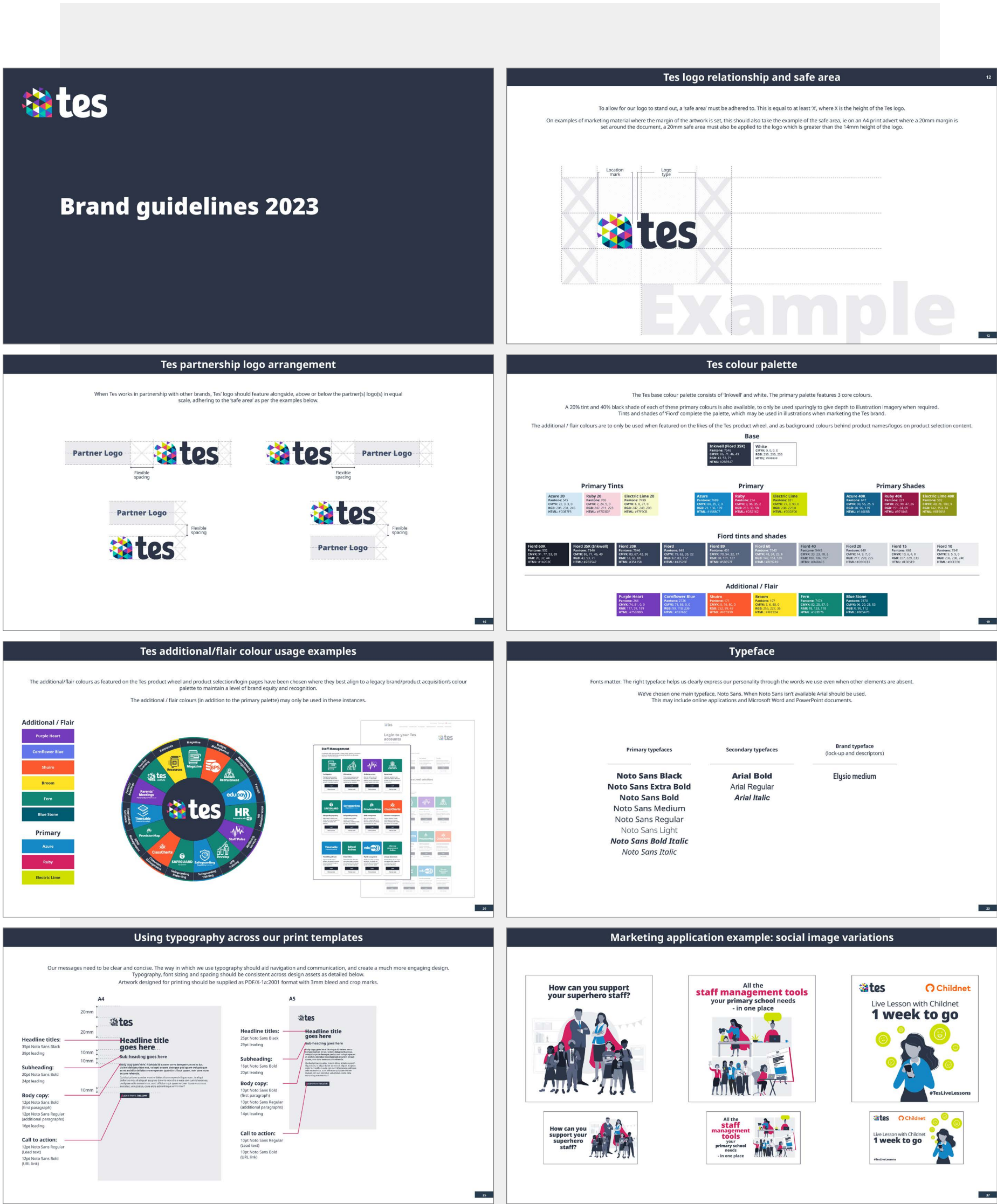
Part of my role as Head of Design at Tes has been to help develop and evolve the visual identity as the business has changed over time, documenting this and setting various rules and examples in brand guidelines documents during my tenure to help set clear expectations for those working at Tes.

Along with featuring logos, colour palettes and fonts, this document outlines the rules for various templates across print and digital as well as the difference between brand and product marketing.

This document served to capture the brand as it existed in 2023 in a simplified way before the roll-out of new illustration imagery from Septmeber of the same year.

FIND OUT MORE

DOWNLOAD GUIDELINES





If you like what you see,  
**there's more!**

**VISIT THE FULL PORTFOLIO**

nikhandson.co.uk • nikhandson@gmail.com