



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.