

# N I K H A N D S O N

SENIOR GRAPHIC DESIGNER | CREATIVE LEAD | BRAND, DIGITAL & MOTION DESIGN

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## P R O F I L E

**Senior multidisciplinary designer and creative leader with 20+ years' experience delivering brand, digital, print and motion design across leisure, hospitality, event, music, retail, fashion, SaaS, technology, education and print sectors.**

Experienced leading in-house creative teams, evolving brands and delivering commercially effective multi-channel campaigns across B2B and B2C environments. Strong background in creative direction, brand guardianship, digital design, CRM, motion graphics, print production and stakeholder management.

A hands-on creative leader equally comfortable mentoring teams, shaping creative strategy and delivering high-quality design execution across integrated marketing channels.

## C A R E E R F O C U S

**Now seeking senior hands-on creative roles where deep experience, creative versatility and dependable delivery can add immediate value.**

Particularly motivated by opportunities to remain actively involved in design execution across brand, digital, motion and campaign work, while contributing as a trusted and collaborative senior member of the team.

### Core Strengths

**Creative remit:** Brand, digital, print, motion graphics and integrated campaign design

**Working style:** Hands-on, collaborative, dependable and solutions-focused

**Team contribution:** Happy to mentor, support and share knowledge with junior creatives without requiring formal line management

**Growth areas:** Continuing to develop motion graphics expertise and exploring the evolving application of AI within creative workflows and content production

## C O R E E X P E R T I S E

### Creative Leadership

Creative Direction • Team Leadership • Mentoring • Brand Guardianship  
Stakeholder Management • Creative Workflow • Cross-functional Collaboration

### Brand & Campaign Design

Integrated Campaigns • Brand Development • OOH • POS • Packaging  
Event Graphics • Print Design • Environmental Graphics

### Digital & Motion

Digital Design • Motion Graphics • Video Content • Social Media Creative  
CRM/Email Marketing • Landing Pages • Responsive Design • HTML/CSS

### Platforms & Software

Adobe Creative Cloud (InDesign, Illustrator, Photoshop, XD, After Effects, Acrobat)  
Figma • Sketch • Canva • WordPress • DotDigital

## C A R E E R   H I G H L I G H T S

- Led creative function and managed a team of 6 creatives at Tes during major brand and SaaS transformation.
- Directed creative output across multiple leisure brands and UK park locations at Oxygen Activeplay.
- Played a leading role in the launch and digital development of Tu Clothing's online experience at Sainsbury's.
- Managed in-store graphic communications across a national retail estate at Sainsbury's.
- 20+ years of experience delivering integrated creative across digital, print, retail, technology and education sectors.

## P R O F E S S I O N A L   E X P E R I E N C E

### **Oxygen Activeplay | Senior Multimedia Designer | Oct 2023 – Present**

Lead creative production across Oxygen Activeplay, RedKangaroo, Boost Trampoline Parks and Ninja Warrior UK locations, delivering engaging multi-channel marketing assets that strengthen brand presence and customer engagement.

#### **Key Responsibilities**

- Deliver integrated creative across digital, print, CRM, social media, OOH and in-park environments.
- Create motion graphics, animations and video content for campaigns, websites and social platforms.
- Design promotional materials including posters, flyers, signage, merchandise and wayfinding systems.
- Support marketing campaigns through engaging visual storytelling and copywriting.
- Ensure brand consistency across multiple consumer-facing leisure brands.

#### **Key Achievements**

- Successfully supported creative delivery across multiple leisure brands and park locations.
- Expanded creative output across motion, digital and environmental design.
- Allowed the business to reduce spend and dependency on agency support, saving over £100K p/a

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

Led the in-house creative function during a significant period of organisational transformation, helping evolve Tes from a recruitment and education platform into an international SaaS-led education technology business.

### **Key Responsibilities**

- Managed and mentored a multidisciplinary creative team of 4 designers and 2 copywriters.
- Led brand development and creative direction across B2B and B2C channels.
- Oversaw delivery of integrated campaigns spanning websites, landing pages, CRM, video, paid media, events and print.
- Partnered with senior stakeholders across marketing, commercial and product teams.
- Maintained brand consistency and creative excellence across global marketing outputs.

### **Key Achievements**

- Led creative through a major brand and business transformation.
- Developed scalable creative systems and campaign delivery processes.
- Built and managed a high-performing in-house creative team.

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

Led the graphic communications team responsible for in-store customer communications across a national retail estate.

- Managed creative production for retail communications and signage.
- Led internal teams and agency relationships to maintain creative quality and cost efficiency.
- Worked closely with print suppliers and stakeholders to deliver effective customer-facing communications.

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

Played a key role in the launch and evolution of Tu Clothing's online customer experience.

- Designed responsive landing pages, digital campaigns and promotional content.
- Created wireframes, prototypes and user journeys to improve engagement.
- Produced HTML/CSS front-end implementation for digital assets.
- Directed photography and visual content for campaigns.
- Collaborated with merchandising, marketing and external partners including Disney and Admiral.

### **Key Achievements**

- Supported successful launch and development of Tu Clothing's digital platform.

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

Led creative output for a major education technology reseller, managing brand development and marketing collateral across print and digital channels.

- Managed and mentored junior creative team members.
- Delivered campaigns across education and technology sectors.
- Worked with leading brands including Apple, Microsoft, Adobe, Sonos, HP and Dell.

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

Delivered integrated digital and print marketing campaigns for leading technology brands including Apple, Adobe, Samsung, HP and Sonos.

- Designed websites, email marketing, brochures, POS and advertising.
- Built HTML/CSS email campaigns and digital content.

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

Produced high-quality print and marketing collateral for clients across finance, luxury, fashion, media and entertainment sectors.

Clients included Barclays, UBS, BNY Mellon and Longines.

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

Developed expertise in print production, branding and front-end web design while delivering marketing materials for major hospitality and leisure brands.

Clients included Butlins, Haven, Warner Leisure Hotels, Premier Inn and Club Med.

## **E D U C A T I O N**

**BA (Hons) Visual Communication & Design (Graphics)**

**Middlesex University**

**BTEC Diploma in Art & Design**

**Chichester College**

## **I N T E R E S T S**

**Football • Basketball • Film • Gaming • Hip-Hop • Collectibles & Design Culture**