



RICHARD PURSEY

SENIOR ART DIRECTOR CV

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KEY ART DIGITAL & PRINT DESIGN INTEGRATED CAMPAIGN

Creative hands-on designer with over 15 years of experience delivering high-impact visual campaigns across Entertainment & FMCG sectors. Conceptually driven and execution-focused with a track record of creating key art, branding, and integrated campaigns for London based advertising agencies. **Creativity thrives with inclusivity.**

Advanced in:
Adobe Photoshop, Illustrator, InDesign, Keynote, Power Point, Google Slides, Acrobat.

Basic in:
Figma, After Effects, Cinema 4D, Midjourney, Firefly, Asana, Dimensions.

FREELANCE WORK 2016 – PRESENT

MOTEL COMPANY Freelance Senior Art Director

- Partnered with the Creative Director and senior stakeholders to design, artwork, and deliver OOH & DOOH assets across 30+ site formats for **Fever-Tree**'s fully integrated campaign, executed on time, on brief and under tight turnaround time lines.
- Designed and delivered 250+ digital assets (static and motion) for **Exodus Adventure Travels**, optimized for platforms including Instagram, Facebook, Google Ads PMAX, and Channel 4, leveraging Bannerwise and Photoshop to support performance marketing and brand visibility.

LINTBELLS YuMOVE Freelance Senior Creative

- Conceptualized and sold a self-initiated promotional campaign to **YuMOVE** (Lintbells pet products), achieving a PR reach of over 8 million, demonstrating proactive creative ideation, strategic execution and the ability to convert original ideas into client-backed initiatives.
- Developed a comprehensive pitch document outlining target market insights and original campaign IP, clearly articulating strategic rationale, instrumental in securing client buy-in from YuMOVE (Lintbells).
- Pro-actively reached out to the CEO (former Coca-Cola Brand Manager), sparking strong interest and demonstrating commitment to advancing the campaign opportunity.
- Initiated and led meetings with Lintbells' Digital Marketing Manager to negotiate a rights-managed agreement for my original campaign IP, ultimately securing a successful sale, demonstrating strong client communication, IP ownership and commercial negotiation skills.

BIG ALS CREATIVE EMPORIUM Freelance Senior Art Director

- Delivered visuals and content for fast-paced client **Daily Mail** on a daily basis.
- Visualised concepts and worked as part of the senior creative team on conceptual thinking TTL campaigns for high profile brands: **eHarmony, Young's, Banks's Beer, Badi, Hobgoblin and Wainwright**.
- Produced artwork accurately for multiple formats: DOOH, OOH, Print, Press, Digital, Social Media Content and TV Endcards.
- Worked directly with a Senior Copywriter as part of a creative duo increasing awareness of the Banks's Beer product through social media advertising, winning Lürzer's Archive Ad of the Day award numerous times.

ALDI Freelance Senior Art Director

- Developed the brand identity for **Aldi**'s Mamia & Me podcast, propelling it to #1 in the Parenting, Kids & Family category with over 260,000 downloads, showcasing creative branding that drives audience growth and engagement.
- Award-winning branding work for Aldi Mamia & Me podcast, honoured at the British Podcast Awards and short-listed in the All Ireland Marketing Awards, underscoring excellence in creative brand strategy and execution.
- Designed a bespoke typeface in Illustrator tailored specifically for the Aldi Mamia brand, enhancing brand cohesion and visual identity with custom typography.

CLARE KIRWAN (Douglas Elliman Luxury Real Estate) *Freelance Design Director*

- Collaborated directly with the client to develop a refined brand identity for a high-end real estate company, ensuring seamless alignment with the established luxury aesthetic of the **Douglas Elliman** properties brand.
- Produced a clear, client-facing presentation detailing brand strategy and creative rationale, aligning design decisions with business objectives and ensuring stakeholder buy-in.
- Integrated client feedback to refine design direction and ensure brand consistency across all touch-points, delivering a comprehensive brand guidelines document to support seamless implementation by other designers.

MINDFUL CHEF *Freelance Senior Designer*

- Created 75+ custom food illustrations for **Mindful Chef**, aligning with updated brand guidelines and delivered in RGB pixel and CMYK vector formats for use across digital and large-scale print. Utilized Adobe Illustrator to produce clean, scalable artwork, completed on time and within budget, saving the client £1,000s. Collaborated closely with the in-house design team to ensure consistency and seamless integration.
- Reduced time to produce weekly print and digital magazines from 8 hours to 4 hours while insuring professional standard. Used Data Merge Utility to import Source copy.
- Used Asana as a work flow system resulting in fast and fluent project management.

WHIPPET LONDON *Freelance Senior Designer*

- Collaborated with the Design Lead to create in-store wall signage for **Marks & Spencer Food**, producing brand-aligned graphics in Adobe Illustrator that adhered strictly to M&S's visual guidelines and elevated the in-store experience.

KNOW MEAN FEAT. KMF-GROUP *Freelance Senior Artworker*

- Produced high-quality, pixel-perfect imagery in Photoshop including AI-assisted enhancements for **New Balance** 1000 trainer in-store designs, ensuring visual excellence and consistency across all retail touch-points.
- Extended imagery for **The North Face** in-store campaign designs, creatively re-purposing assets to eliminate the need for a re-shoot, saving the client £1,000s. Delivered high-quality visuals on time under an urgent turnaround, supporting a seamless retail roll-out.

FULL-TIME NOV 2001 to APR 2016

AKA *Lead Designer/Senior Art Director Entertainment Industry*

- Created and developed key art, branding, and marketing materials for 150+ West End and Broadway productions, including high-profile shows such as **Harry Potter and the Cursed Child**, **Saturday Night Fever**, **Carousel**, **Matilda**, **The Weir**, **High**, and more, bringing theatrical stories to life through compelling visual design.
- Served as Lead Designer and Brand Guardian for **Billy Elliot The Musical**, overseeing key art and brand guidelines for over a decade. Created iconic visuals seen by 12+ million people across five continents, contributing to the show's status as one of the longest-running British musicals and generating £millions in ticket sales.
- Interpreted production scripts and synopses prior to release to develop narrative-driven Key Art, ensuring visuals captured the essence of the story in a bold and engaging way that resonated with audiences and drove ticket sales.
- Led design development for fully integrated campaigns from initial brief to final production, managing the creative process from concept through to execution across both print and digital platforms.
- Led design and brand direction for many West End productions, mentoring junior and mid-level designers across all creative touch-points. Collaborated closely with web and motion teams to ensure consistent brand execution across digital and motion platforms.
- Provided constructive critique and guidance to junior team members, fostering collaborative growth and driving the project forward as a cohesive team.
- Sourced talent and art directed photo shoots to produce versatile imagery for multi-format marketing, then adapted assets in Photoshop to align with brand guidelines I developed, ensuring consistent, high-impact visuals across all platforms.