



## Profile

UK-based freelance designer, specialising in high quality **integrated** projects, parachuting in and enabling clients to realise their ideas, products and services. My experience extends across many different touchpoints, implementing everything from print to web and digital. **Just plug in and play!**

I've worked for big brands and global agencies across Europe and Asia Pacific, **award-winning** digital and technology projects, as well as for small to medium sized businesses. My recent work spans across a **Google partnership** for nearly two years, moving a number of digital learning platforms forward to various global markets.

I'm driven by ideas and ground-breaking work and believe they play an important role in shaping our future.

## The right stuff

**2012** - BA (Hons) Visual Communication - 1st  
The Arts University at Bournemouth

**2011** - FDA Visual Communication - 2:1  
The Arts University at Bournemouth

**2008** - Foundation in Art and Design - Merit  
The Arts University at Bournemouth

## Skill set

- Responsive web design and build
- UX / UI
- Design for print & publishing
- Creative direction
- Creative training
- Wordpress theme building
- In-tune with the digital landscape
- Able to empathise well with developers
- Able to work alone or in a large team
- Able to adapt quickly to new environments
- Able to independently construct and communicate solutions

## Web

- HTML
- CSS
- Bootstrap
- Wordpress
- SiteFinity
- Moodle
- CQ5
- Scene7

## Latest flight

### Lead Designer - Google Squared: September 2014 - June 2016

An AVADO/Google partnership

Lead design role, creating fun and exciting e-learning platforms for prospective digital marketers. Google already had a face-to-face programme called Squared, our job was to create the same collaborative approach to the education of digital marketing within the digital space and so Squared Online was born.

Key tasks at Squared Online included a complete re-design of their existing Virtual Learning Campus, working with many different stakeholders across the company to deliver high quality, easy to use and interactive, digital products for mobile and desktop users.

Also a complete redesign of their front-facing marketing website was required; working in-line with newly created brand guidelines to develop an integrated experience across the board on all of their collateral, brand and touch points.

As well as the main design concepts, I created pitch documents for core business developments for **APAC** and **DACH**. Our winning pitches enabled Squared Online to become a global product, offering digital marketing training to users across many new markets, including Japan, India, Singapore, Germany and many more.

This wasn't just for Squared Online, I also created pitch documents for more of AVADO's suite of training products such as **CIPD** – The Chartered Institute of People and Development, as well as **The Knowledge Engineers** and their new venture with the **Google Digital Academy**.

I was also responsible for interviewing and selecting candidates for the full time design role towards the end of my contract.



Russell Hepton  
Preflight physical

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## Recent flights

### **Tutor at The Arts University at Bournemouth: February 2013 - July 2014**

Providing creative direction and mentoring to third and second year students on BA Visual Communication. Focusing on their professional projects for the D&AD student awards, as well as their final major projects, end-of-year exhibition and London showcase.

### **Digital Designer at The Body Shop International: July 2013 - February 2014**

Co-leading design role in the international digital team at one of the World's most respected cosmetics brands. Designing social media applications, digital media campaigns, and international brand communications.

### **Editor and Digital Designer at Noctis Magazine: February 2013 - February 2014**

Refresh, editing, design and implementation for the quarterly, UK based, fashion, art and music publication and website.

### **Design and Creative Intern at Interbrand Cologne: May 2013**

Engaging with a new set of clients, ranging from Deutsche Telekom to Mercedes, but mainly focusing on a complete re-brand for Munich Airport. Working on brand implementation for print and digital touch points.

### **Design and Creative Intern at Interbrand London: March - May 2013**

Graphic design and creative role. Taking part in ideas generation and design execution for clients such as De Beers, N-Power and Cancer Research UK. Generating in-depth visual audits for the telecommunications markets as well.

## Previous flights

### **Brand and Web Designer**

Park District Productions Ltd - March 2013

### **Graphic Designer and Front-End Developer**

Drink Marketing - August 2012

### **Front-End Web Designer**

John Lewis - October 2012 - February 2013

### **Design and Creative Intern**

Uber Digital - July 2012

### **Design and Creative Intern**

LBI - September - November 2012

### **Graphic Designer**

Wildfire Bournemouth - June 2012

## Preflight training

### **D&AD New Blood Academy 2012**

Based at Google Campus in London, D&AD selected me to be part of a group creative push into the industry out of over 8,500 entries into the D&AD awards in 2012.

Taking part in workshops and talks with well-known creative consultancies such as Mother, MPC, MTV, Moving Brands and Google Creative Labs.

### **Moving Brands: June - July 2012**

Working closely with Moving brands on design pitch skills and concept strengths within branding and social media.

### **MTV: June - July 2012**

Working closely with MTV Viacom developing design pitch skills and concept development within telecommunications, technology and advertising.

## Awards and contributions

- Nomination for the digital design category at D&AD 2012
- Student of the year award for BA (Hons) Visual Communication at AUB
- Course representative for Fda and BA (Hons) Visual Communication at AUB
- Head of Art award for Advanced Level Fine Art and Graphic design at QMC



"As a graphic designer Russell's a rare combination of vision and attention to detail – and his output invariably produces the response – "that just works...".

**Mark O'Donohue**  
Chief Operating Officer, AVADO



"Russ is a pleasure to work with – he's hard working, a great communicator, flexible and is always willing to go the extra mile to get a great result."

**Ralph La Fontaine**  
Head of Learning Operations, CIPD



"Russell is such an enthusiastic designer, extremely keen throughout the projects we worked on. I was very impressed with his portfolio work – not to be missed!"

**Juliette Alliban**  
Senior Designer, LBI