



# Gavin Rampling

Graphic + Motion designer

📍 Eastbourne, UK

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## Links

[Website](#) [LinkedIn](#)

## Languages

English (Native)

## About

With a passion for the design process and a proven record of designing positive company campaigns, my communication design knowledge, vision & execution will help you leave a lasting impression on your clients.

In a career that has spanned nearly 24 years, my clients have included household names in the music, entertainment & luxury fashion industry. In 2015 I took on a newly introduced role within a manufacturing Group on the south coast of England. As the company's first Group Creative Lead (effective Creative Director) I am currently responsible for the creative output of 5 product brands, as well as the corporate development of the Group visual language.

Specialising in brand communication projects, I work in both print & digital media. During my last 4 years I have introduced several new creative channels to the Group's profile - exhibition design, 3D visualisation, 2D & 3D motion graphics, product explainer animation and front end digital development. As well as my own team of 4 graphic designers, I work purposefully with agencies & freelancers.

With a passion for typography & image, I have worked as lead designer on a wide range of successful campaigns with brands such as the Williams Racing Team, Aston Martin, Musto, Façonnable & Hackett menswear. As a freelancer I have worked with Disney, Benetton, an array of film production companies as well as contemporary artists, stylists, music labels & manufacturing brands, giving me a unique perspective on the needs of both corporations and individuals.

In 2013 I completed my formal academic training with an MA in Graphic Design from the London College of Communication.

If you would like to find out more about how I can help your business, please don't hesitate to get in touch.

### BRANDS WORKED WITH

Aspen Pumps Group

h2o creative group

Hackett London

Lasgo Chrysalis

Oktobahouse Ltd

## Experience



### ● Senior Digital Designer

h2o creative group | Jun 2022 - Now



### ● Group Creative Lead

Aspen Pumps Group | Jul 2015 - Now

Lead the creative direction for a fast-paced multinational manufacturing Group and its 6 product brands. As the principle creative I provide guidance and management of the creative team (4 designers - senior to junior).

Responsible for the APG brand book, I report to the Group Directors on all aspects of brand development as well as the implementation of multiple project concepts - from campaign development to exhibition stand design and across multiple delivery channels (print to digital).

As manager of the creative process, I have developed an 'agency' style space for the team to develop their creative ideas. Having set the team independent targets to develop their own skill sets, newly acquired skills were matched to business needs, adding creative breadth and value to the visual identity of the Group.



### ● Senior Graphic Designer

Hackett London | Mar 2005 - Jun 2015

Reporting to the Creative Director, I provided art direction, design and management for a wide variety of printed and digital communication projects. Worked with all departments to ensure a consistently strong graphic language was used across the brand.

Responsible for ensuring the brand tone of voice carried across all marketing touch points. As manager of two graphic designers, I supported the development of the junior and mid-weight positions, ensuring brand standards were met through all aspects of their output.

### ● **Founder - Designer**

Oktohouse Ltd | Jan 2003 - Jan 2007

Worked purposefully with a wide range of clients - predominantly through London based agencies.

I also started up a tshirt design company, (originally founded whilst studying at college). I was active as a tshirt designer, selling apparel online and at Greenwich market for several years.

- Designed T-shirt graphics for independent record labels, as well as GAP, Disney, Teefury and Threadless.
- Designed the T-shirt for the release of the Disney film Tron: Legacy.
- Designed and printed own designs for sale at MASH (Oxford St.) and Spitalfields market, London.
- Developed website using CSS and HTML to showcase designs and handle queries.

### ● **Graphic Designer**

Lasgo Chrysalis | Aug 1999 - Oct 2003

Joined Lasgo Chrysalis to develop their marketing material.

- Produced company trade catalogues to deadline.
- Photographed and re-touched images of products for catalogues.
- Designed and wrote copy for weekly email marketing campaign.
- Designed T-shirts for independent record labels such as Ninja Tune.
- Conducted all pre-flight checks to ensure accuracy of all information.
- Responsible for archiving published marketing material.

## **Education & Training**

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2011 - 2013 ● **London College of Communication**

MA, Graphic Design