



Portfolio

Real Madrid Supercopa 2024

The Brief

Come up with a creative solution for a hype video and three matchday posters for Real Madrid's participation in the 2024 Spanish Supercup.

The Process

Applying a combination of methods in Adobe Photoshop and Procreate to achieve a storyboard and illustration-inspired aesthetic. I used a range of layouts to produce a unique and interesting visual appeal with each matchday poster.

The Result

With hugely positive results, these three matchday posters gained over 3 million likes on Instagram.



Amex Branding: PL Project Restart

The Brief

During the pandemic, behind-closed-door matches demanded large stadium banners for prominent branding.

The Process

I created scalable vector graphics with Adobe Illustrator to retain image quality. To deliver within the short turnaround, I collaborated with internal and external stakeholders. I managed the end-to-end execution, including delegating tasks to a junior designer.

The Result

The banners concluded a top half finish of Premier League ranking in media value, per Nielsen's report.



Wembley Changing Rooms

The Brief

"Can we make the Wembley changing rooms 'Brightony?'"

The Process

Combined supporter chants, and black and white action photographs for a visually engaging and impactful aesthetic that captured the essence of the event — Brighton & Hove Albion's FA Cup semi-final appearance.

The Result

My bold and engaging creative significantly contributed to the team's presence at Wembley, even though Brighton & Hove Albion narrowly lost 1-0 to Manchester City in the semi-final. This project stands as one of my proudest achievements during by time as a design lead.



SailGP Creative

The Brief

Transform basic stats into eye-catching creative.

The Process

I managed the end-to-end execution of the project, including stakeholder communication and creative direction. Showcasing image manipulation and Photoshop treatments.

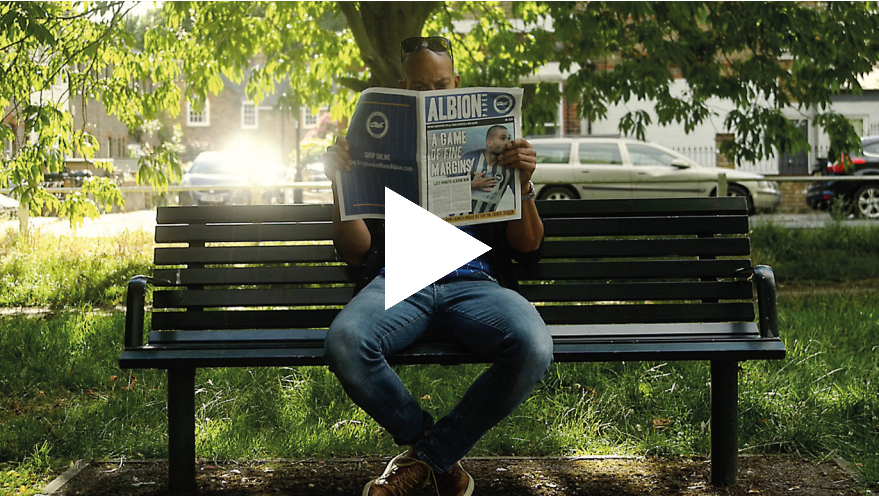
The Result

The client was delighted with the outcome, requesting further designs in various dimensions.



Kit Launch Campaigns

I spearheaded the creative design and execution for numerous Brighton & Hove Albion kit launches, managing a collaborative effort with other creatives, including videographers and photographers. I also oversaw the complete marketing mix, encompassing large-format visuals, email campaigns and social media assets. My lead ensured a cohesive and compelling visual narrative that resonated seamlessly across diverse mediums, delivering impactful and memorable kit launch campaigns.

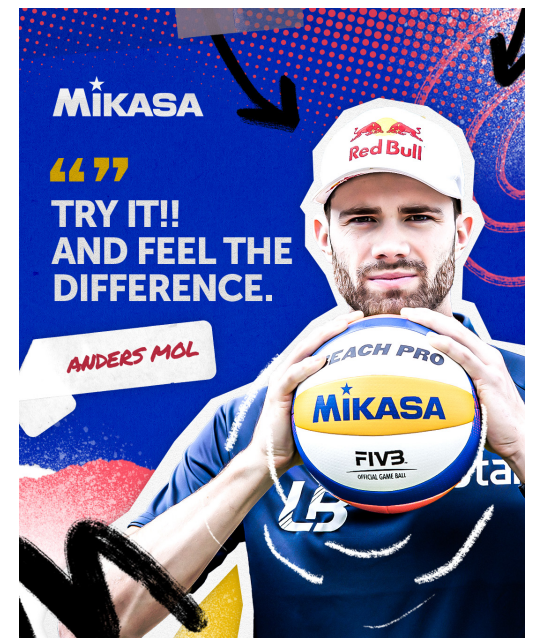
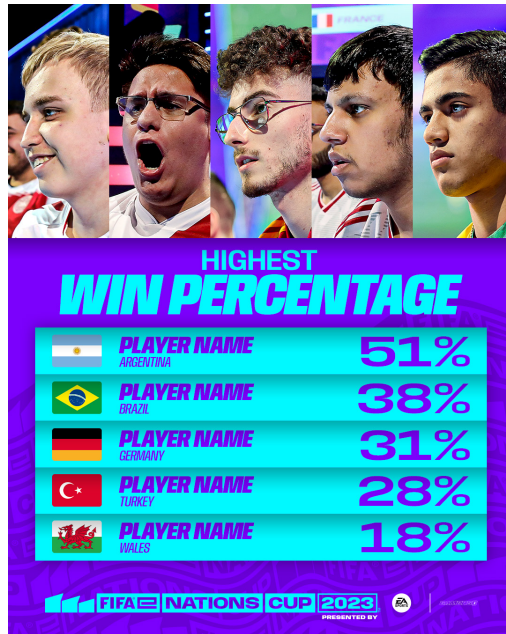
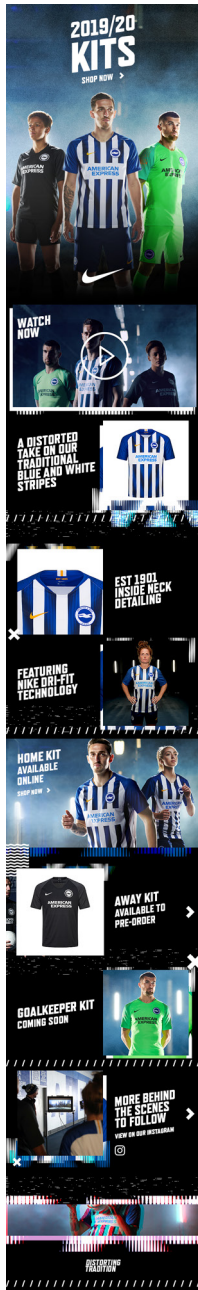


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Email Design & Template Graphics

I specialise in producing a wide range of designs, from email layouts to stat templates and quote graphics.



Bespoke Hero Graphics

Showcasing my ability to adapt across sports, with a range of compositions and Photoshop techniques.

