
GRAPHIC DESIGN PORTFOLIO

OLIVER MACLEAN




OLIVER MACLEAN


GRAPHIC DESIGNER



ADDRESS

Hayton Cottage, South Approach,
Great North Road, Aberford, LS25 3AU

 07889 476 863

 olliemaclean@gmail.com

ABOUT ME

PROFILE

Thank you for taking the time to consider me for your current position. I would love to take this opportunity to tell you a little about myself. I'm 25 years of age and an award winning graphic designer. As well as being well mannered, polite and punctual I have a desire and determination to succeed in tasks presented to me and a passion to learn new skills. I've gained a wealth of experience working within a team environment and also have great initiative working on my own, taking time to develop my designs and illustrations. I pride myself on having very high standards and am unflappable as well as flexible in meeting demands/deadlines. I see working in a team as being part of a family; I would be delighted to have the opportunity to join yours.

EDUCATION

Leeds City College - Graphic Design Diploma / 2013 - 2015

Lvl 3 Extended Diploma in Graphic Design: Distinction*, Distinction*, Distinction)

Graduated from Leeds City College top of my class with a D*, D*, D in Level 3 Extended Diploma in Graphic Design.

Tadcaster Grammar School / 2007-2013

Left high school with nine GCSE's A-C and two AS Levels before starting my college course in Graphic Design.

EXPERIENCE

Freelance Career / 2022 - current

Creating and establishing a successful graphic design freelance business, with international clients.

Creative Designer / Ardonagh Group / 2018 - 2022

Being an integral part of a marketing team responsible for several large businesses has seen me go from being an Artworker to a Creative Designer.

Graphic Designer / De-Signs and Graphics / 2016 - 2018

Focusing mainly on vehicle graphics and large scale exhibition work for national corporations as well as internal graphics.

Graphic Designer / Shipley Print / 2015 - 2016

MY SKILLS

Adobe Illustrator



Adobe InDesign



Adobe Photoshop



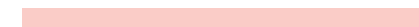
Adobe Premiere Pro



WordPress



Microsoft Suite





INNOVATIVE.
CREATIVE.
HARD WORKING.
PASSIONATE.
EXPERIENCED.

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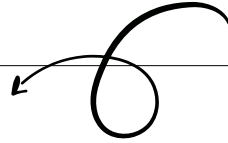
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I'M INTERACTIVE!

Click on the titles below to be taken to each section.



SECTION. 01

01. MACAU GRAND PRIX SOCIAL

02. BRAVO UNDERWRITING

03. ON THE ROAD

BRANDING

DESCRIPTION

During my career I have had the opportunity to work with several companies to develop branding that is unique, informative and tells the story of the business. This has included creating a brand from scratch as well as introducing new branding to existing companies to relaunch them with a new lease of life.

Each time the branding has been integral to the success of the company or the particular campaign that it has been used for.

TOOL : ADOBE INDESIGN, ADOBE PHOTOSHOP



01. MACAU GRAND PRIX SOCIAL

Client : Hitech Grand Prix

Years : 2019

DESCRIPTION

As part of the build up towards the annual Macau Grand Prix, Formula 2 & 3 team Hitech Grand Prix needed designs creating for Instagram and Twitter. These were featured on both the main feed and their stories. Designs were based around each driver that was racing for the team as well as a track guide. Each design was bold and aimed to make the driver the star of the show, featuring photos of their successes to create an almost film poster like design.



HiTECH GP

MACAD

Circuit length **6.2km**
Top predicted speed **280kph**
Corners **22**

HiTECH GP

FENTRETT

HiTECH GP

VIPS

HiTECH GP

“I’m looking forward to my favourite race weekend of the year. This year Macad will be a little bit different.”



bravo underwriting

CLEANING CONTRACTORS COMBINED
Notice to Policyholders

EXCLUSIVE

bravo underwriting

WHO WE ARE & HOW WE CAN HELP

bravo underwriting

MIKE ELLIS BA(HONS) ACII
MANAGING DIRECTOR

m: 07703 715 641
e: mike.ellis@bravo-underwriting.co.uk
w: www.bravo-underwriting.co.uk

[@BravoUnderwriting](https://twitter.com/BravoUnderwriting) [Bravo Underwriting](https://www.linkedin.com/company/bravo-underwriting)

PROMO TITLE GOES HERE

More information about the project and the deal goes here. This is to inform people of what is going on.

bravo underwriting

02. BRAVO UNDERWRITING

Client : Bravo Group

Years : 2020

DESCRIPTION

As part of a recent rebrand, Bravo Underwriting's branding was to be updated to fit more inline with the style and naming of the wider group.

The logo was totally revamped to appeal to a younger audience and to bring the brand into a much more modern look and feel. The colours were changed from purple to bright coral with a secondary colour of dark blue, to ensure the brand linked back to the overarching group.





03. ON THE ROAD

Client : Broker Network

Years : 2019

DESCRIPTION

On the Road was a dual branded project between two companies for which I was the lead designer. The project spanned all mediums of design including video editing, poster design, brochure design, social promotion and award entrance. The project was nominated for several industry awards and ended up winning the Digital Marketing Campaign of the Year at the Insurance Post Creative & Innovation Awards.



JAMES MCCARTHY DEREK BRADSHAW RUTH ROBINSON MATT SEAGO SIMON KERRY AND ANTHONY FOSTER

ON THE ROAD

LIMITED SERIES OUT NOW



"INGENIOUS CONCEPT!"
★★★★★

"ABSOLUTELY LOVE THIS!"
★★★★★

"PURE GOLD!"
★★★★★

ON THE ROAD

STARRING: JAMES MCCARTHY, MATT SEAGO, DEREK BRADSHAW, RUTH ROBINSON, ANTHONY FOSTER, SIMON KERRY
CREATED BY: OLIVER MACLEAN, WRITTEN BY: JENNA COEN, DIRECTED BY: NIC BURGESS, MUSIC BY: ITUNES AND PURPLE PLANET, EDITED BY: NIC BURGESS, PRODUCTION DESIGNER: JENNA COEN

Quite the Range: Some of the mini-series' stars head out on the road in their distinctively wrapped Range Rover.

£2M in new business and counting

157 new Member agencies

REVIEW: ★★★★★ Fasten your seatbelts for a joy ride and a half as Broker Network and Markerstudy set off on the start of a thrilling journey together.

31% UPLIFT for the target audience

£2m in new business, a figure which continues to rise

Studios: Broker Network and Markerstudy Insurance Services Ltd

Starring: Derek Bradshaw, Anthony Foster, James McCarthy, Matt Seago, Simon Kerry and Ruth Robinson

Scripting and Production Team: Oliver Maclean, Nic Burgess, Sally Macdonald and Jenna Coen

Viewing figures: LinkedIn: 4600; Vimeo 1000

Let's get one thing clear: when it comes to the 'On the Road' campaign, Sunday drivers are most definitely not allowed. The three episode mini series burst onto our screens in March 2019, declaring the new relationship between Broker Network and its latest Insurer Partner, Markerstudy, in a quirky departure from the Network's usual style.

The Markerstudy brand is all about 'putting the fun into insurance', and it's clear that this motto has inspired the entire venture. From James McCarthy and Matt Seago swapping outfits and applying one other's makeup, to Simon Kerry and Ruth Robinson making friends with a pheasant – and not forgetting the Latin lesson between Derek and Anthony 'Foz' Foster – the series is laugh a minute.

But the team still made time to convey crucial messages for Broker Network Members. "We're flexible and innovative... we adapt quickly and bring solutions to the market that brokers really need, insuring everything from scooters to ice cream vans," says Foz in the opening episode, who adds that while their ethos is all around fun, they have "some serious underwriting expertise."

face to face feel of the episodes. Watching the mini-series, you feel as though you're in the car with friends.

Rumours abound about behind the scenes antics from some of the cast – James McCarthy's name gets mentioned a lot on social media. We're not sure whether it's true that he arrived with a make-up artist and full spray tanning booth, and Director Nic Burgess is famously tight lipped on the whole affair.

Whatever the truth is, whatever the production team (including renowned video editor Oliver Maclean) did, it worked. Helping to generate almost £2m in new business, a figure which continues to rise, it's clear that the campaign has shifted perceptions that Broker Network is purely a Commercial Lines operator. We can't wait to see what the team do next.

OLIVER MACLEAN

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Insurance POST
CREATIVE &
INNOVATION
AWARDS
WINNER

SECTION. 02

01. CARS OF THE FUTURE

02. ROSSOautomobili MAGAZINE

03. CORPORATE COLLATERAL

EDITORIAL DESIGN

DESCRIPTION

Editorial design is fast becoming my favourite area of design. I have been able to apply my skills in this particular area to many different projects, from starting out with small things such as school newsletters and college brochures to, in my current role, producing large publications that are distributed to hundreds of brokerages throughout the UK.

This variety of application has helped to hone my skills to ensure I create the perfect design and style for any project that is put in front of me, no matter what the audience or subject matter.

TOOL : ADOBE INDESIGN, ADOBE PHOTOSHOP



01. CARS OF THE FUTURE

Client : Grant Handley

Years : 2017

DESCRIPTION

'Cars' Magazine was created for a client on a quarterly basis. Each issue focused mainly on the imagery and beauty of the subject cars with a brief article to accompany them. It was important in this case to let the imagery do the talking. This edition was created as a special issue around the time of three revolutionary supercars, the McLaren P1, Porsche 918 Spyder and Ferrari LaFerrari. Each car had its own section of the magazine with accompanying stats and copy. The principal production format was digital with a limited run of print copies where necessary and so the designs were developed to suit both.



02. ROSSOautomobili MAGAZINE

Client : ROSSOautomobili
Years : 2020

DESCRIPTION

ROSSOautomobili is one of Ferrari's leading online fan communities with an average 1,500,000+ weekly impressions. To grow and keep their audience engaged they are in the process of creating magazines in both digital and print format, designed to go out on a quarterly basis to showcase their unique articles

on both the road car and motorsport side of Ferrari. I was tasked with taking the brand forward and adapting it into the necessary style that is expected for magazines. This involved taking the base brand and really evolving it to be modern and eye-catching amongst similar motoring brands.





FEATURES

Pre-season testing for the 2020 Formula 1 Championship just came to an end, leaving many Ferraristi around the world wondering. The SF1000 hasn't exactly shown the expected prowess out on track, and even Mattia Binotto himself admits the car has its flaws. But is it time to worry already?

After months of speculation, Scuderia Ferrari finally revealed the SF1000. With their new challenger, The Prancing Horse eyes success in the 2020 Formula One Championship.

Behind the name

Scuderia Ferrari is the only F1 team not adopting a chronological criterion in naming their car. After the SF90, celebrating the 90th anniversary of the Scuderia, the SF1000 celebrates the occurrence of Ferrari's 1000th Grand Prix participation. As the longest-standing team in Formula One, the Scuderia will pass the landmark at the 2020 Canadian Grand Prix. The Prancing Horse's long and successful history in F1 dates all the way back to the 1950 Monaco Grand Prix, where Alberto Ascari snatched the second place. Sixteen Constructors' Titles and fifteen Drivers' Titles later, the Maranello team hopes to regain the much-awaited top spot in the upcoming season. ▶





03. CORPORATE COLLATERAL

Client : Broker Network
Years : 2018 - Continuing

DESCRIPTION

Design of corporate collateral is a large part of my current role. I have been involved in and lead a great range of projects, from internal magazines that are distributed digitally to company staff on a bi-monthly basis to HR documents detailing internal policies that require a lot of layout work and also newsletters/brochures for hundreds of different member brokerages, each with their own unique brand requirements.

This includes taking into account interactive elements and videos whilst still ensuring all content is within the brand guidelines.



SECTION. 03

01. MOTORSPORT ILLUSTRATION

02. OFFICIALLY LICENSED PRINTS

ILLUSTRATION

DESCRIPTION

Illustration has always been at the forefront of my skillset. Since beginning graphic design I have been able to bring my love of drawing into how I work, often starting projects off with rough sketches and doodles. This has recently been channeled into creating highly detailed illustrations covering a number of subject matters.

Each piece is unique and links carefully back to the original idea and subject it is based upon. I have mastered Illustrator throughout the years and still continue to develop my skills within the software to further evolve my creative process and therefore the quality of the final artwork.

TOOL : ADOBE ILLUSTRATOR

01. MOTORSPORT ILLUSTRATION

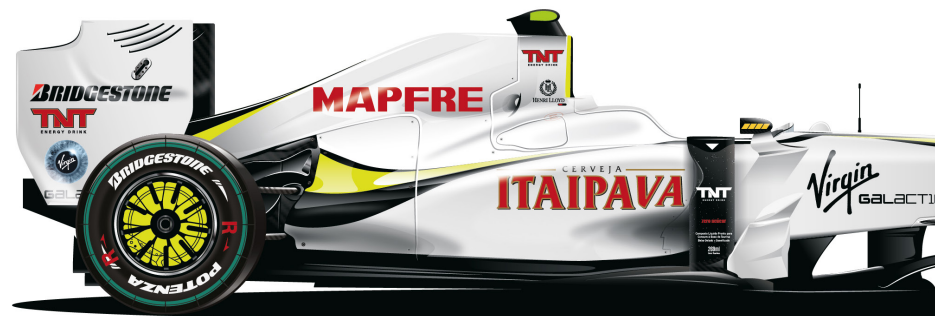
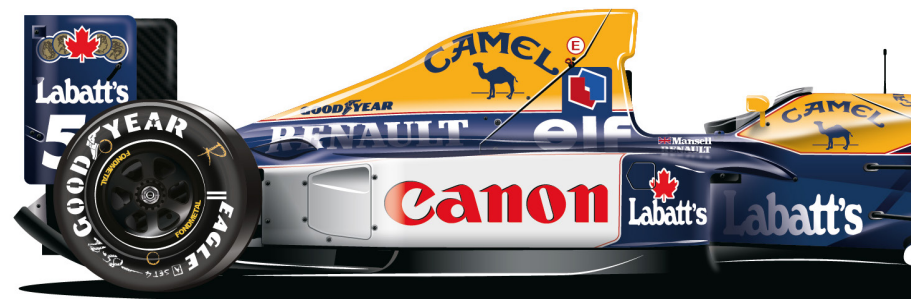
Client : Various

Years : 2019 - Continuing

DESCRIPTION

I have always had a passion for motorsport and drawing. In 2019 I decided to put the two together and start drawing cars from all eras and areas of the sport, especially that of Formula 1. Each car is hand drawn to high detail in Adobe Illustrator and designed into a print that is then available for fans all over the world to purchase.

As well as this I have started to focus on iconic moments and images from the sport, such as driver preparations and celebrations. This has elevated me to the position of reputable illustrator and seller within the motorsport community and increasingly I am commissioned to produce one of a kind pieces for clients.





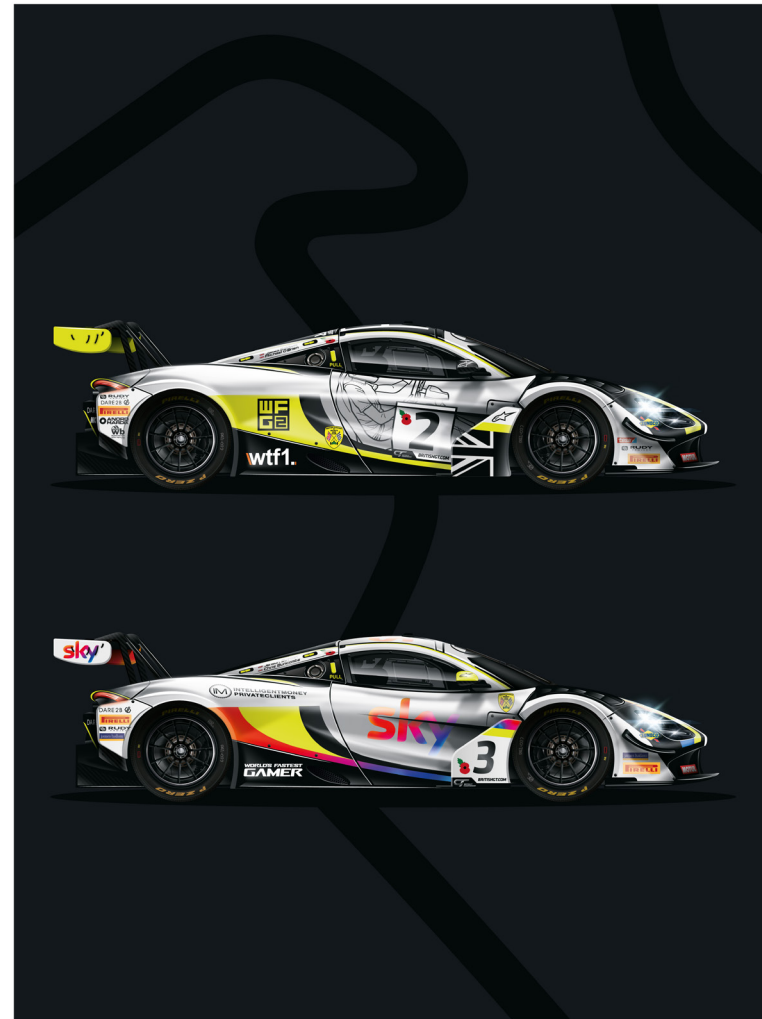
02. OFFICIALLY LICENSED PRINTS

Client : Jenson Team Rocket
 Years : 2021

DESCRIPTION

Working alongside team owner Chris Buncombe I drew and designed this original art piece to be released on the teams official platforms as a fully licensed and official team print.

Designed to celebrate Formula 1 World Champion, Jenson Button's, involvement in the 2020 Silverstone 500, this print involved me working with key stakeholders in the team to agree and finalise the finished artwork. This print is now available as an official product from the team.



JENSON TEAM ROCKET B3N 
 SILVERSTONE 500 
 BRITISH GT ROUND 9 # 7 - 8th NOVEMBER 2020
 #2 J. Button, M. O'Brien
 #3 C. Buncombe, S. Burton

McLAREN 720S GT3
 Engine: McLaren M840T 720CV (500HP)
 4.0 litre twin-turbo V8, 3.904cc Power: 495kW
 Transmission: 6 speed sequential manual transmission
 WtWtW: 2240 mm (front axle) / 2240 mm (rear axle)
 Length: 4.554 mm Wheelbase: 2268 mm Weight: approx. 1283 kg





SECTION. 04

01. OMAC DESIGN

02. TRICKETTS INSURANCE BROKERS

WEB DESIGN

DESCRIPTION

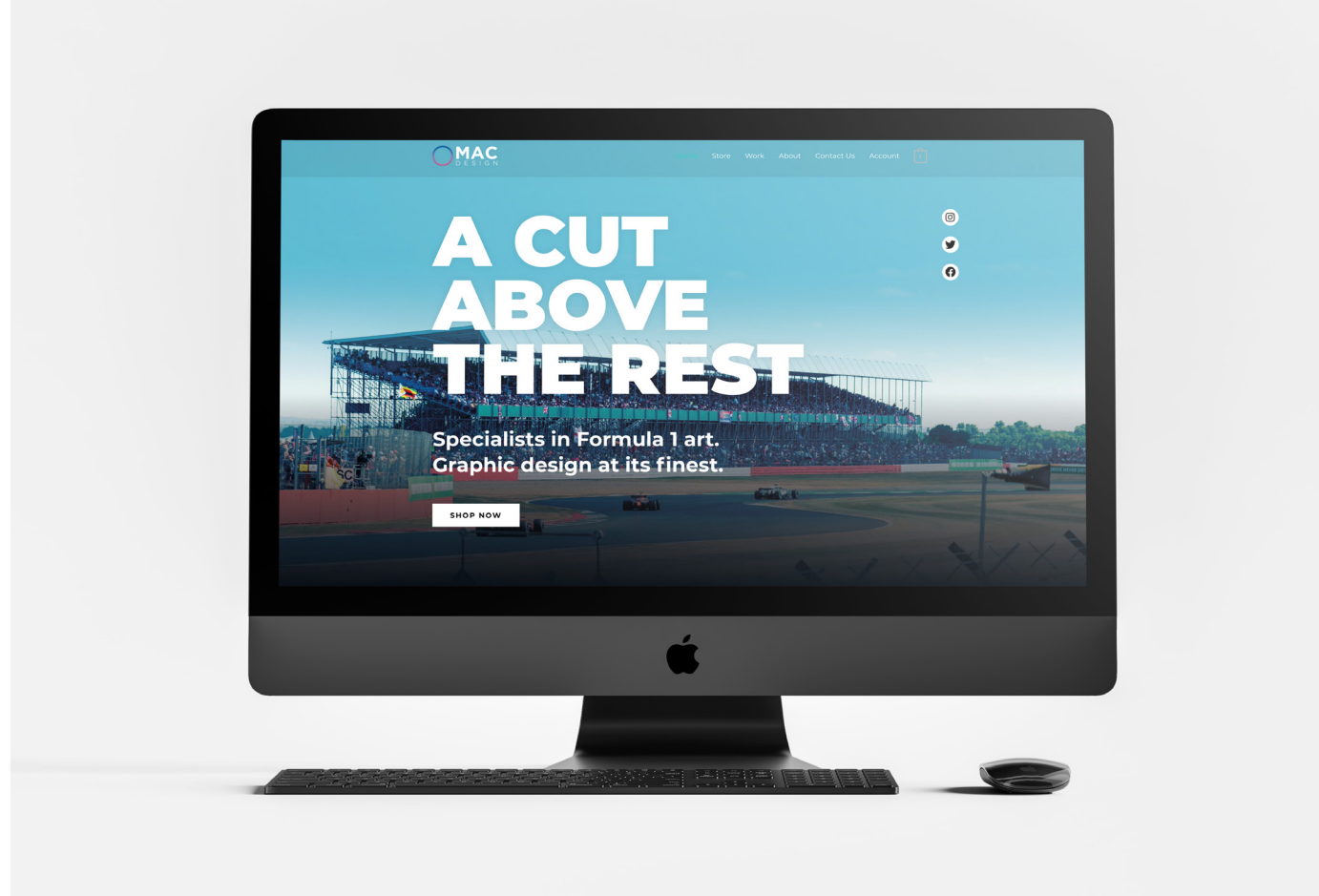
I have recently started to develop my knowledge of web design, largely due to me being in the process of creating and updating my own website. This has then translated across into my employment, creating entire websites from scratch in InDesign. This allows for greater creative control and ensures a smooth handover to the web development team who can view the design ideas in a visually effective way.

Both my personal and professional web design experiences have involved mastering Wordpress, a program that I continue to improve my knowledge of. Web design as a whole is an area of the industry in which I would like to develop my skills even further.

TOOL : WORDPRESS, ADOBE INDESIGN, ADOBE PHOTOSHOP

01. OMAC DESIGN

Client : OMAC Design
Years : 2018



DESCRIPTION

My own website was designed to act as a showcase for my artwork and different offerings as a designer. The design is simple yet effective with information given in bitesize chunks therefore allowing the imagery and work to be the main focal

point. The whole site is bespoke made and designed first in InDesign to accomplish the look and feel I was looking for. This allowed for greater creative control over what I was looking to portray in the sites overall look.

A CUT ABOVE THE REST



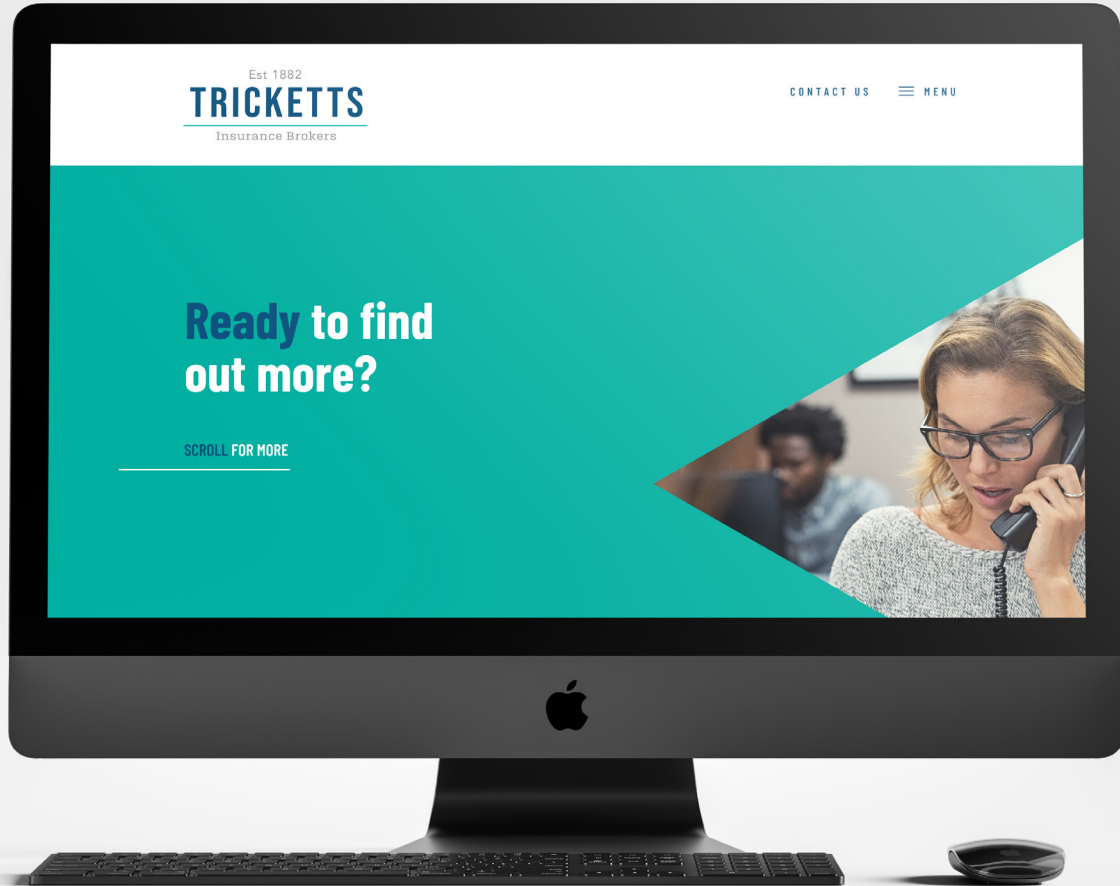
Specialists in Formula 1 art.
Graphic design at its finest.

SHOP NOW

Celebrate the Speed

Artwork that captures the brilliance, the talent, the sheer speed, of Formula 1.

DISCOVER MORE





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[VIEW PRODUCTS](#)

02. TRICKETTS

Client : Tricketts Insurance Brokers

Years : 2020

DESCRIPTION

This website is based on a template that I designed for members of the Broker Network family. Whilst it is templated the design is then changed and adapted for each member. The design was focused around a recent rebrand for this member and brings them into the modern age with bold and black colours separating each section allowing for an easy and user friendly experience throughout. The colours and imagery are allowed to do the talking with the bold headings and descriptions reinforcing the branding of the company. The design was created in InDesign and then handed over to be replicated in WordPress.

SECTION. 05

01. BRAVO UNDERWRITING

02. SAFEGUARD INSURANCE

03. BRASH

04. BAD MONKEY VAPE

LOGO DESIGN

DESCRIPTION

Logo design is integral to every starting company. I have been able to create several new logos for companies in a variety of markets. This includes logos for companies that operate within the UK at a large level, as well as companies in America that are looking to expand their service offering.

Working closely with company stakeholders has allowed me to ensure client satisfaction and particularly that brand guidelines and briefs are fully adhered to.

TOOL : ADOBE ILLUSTRATOR

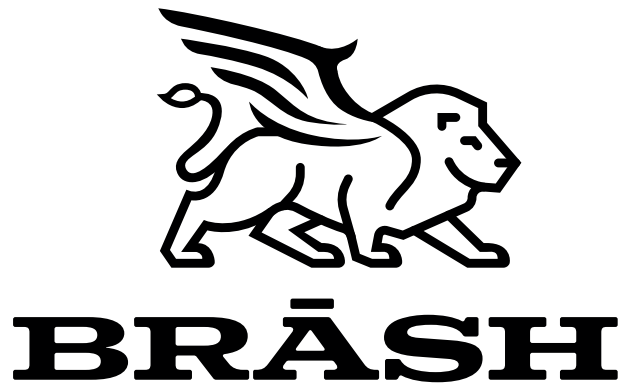
01. BRAVO UNDERWRITING



02. SAFEGUARD INSURANCE



03. BRASH



04. BAD MONKEY VAPE



SECTION. 06

01. THE CHOCOLATE WORKS

02. JOE BROWNS VEHICLE GRAPHICS

03. BROKER NETWORK NATIONAL CONFERENCE

SIGNAGE & VEHICLES

DESCRIPTION

During my career I have worked in different sectors of the industry. One that has translated across various projects and been relevant throughout is that of large scale design.

Be it for exhibition graphics, vehicle graphics or even creating race liveries and suits for cars racing in the world renowned Gumball 3000 rally, my ability to produce designs suitable for large scale production has been consistently tested and developed.

TOOL : ADOBE ILLUSTRATOR, ADOBE PHOTOSHOP



01. THE CHOCOLATE WORKS

Client : Springfield Healthcare

Years : 2018

DESCRIPTION

Located in York the historic Terry's factory building was redeveloped by Springfield Healthcare into a state of the art care village. The notion of bringing the outside in required the design of various shop frontages and artwork celebrating the iconic building's prestigious history in York.

This included working within various guidelines, specifications and bespoke demands to bring the client's vision to life. Working on such a large and varying project required the use of a wide range of materials and new skill development to adapt the design work accordingly.



02. JOE BROWNS VEHICLE GRAPHICS

Client : Joe Browns

Years : 2018



DESCRIPTION

Joe Browns is a well known national clothing retailer. The client's brief was to rejuvenate their current plain delivery van to something that was a lot more inkeeping with their branding and style. Being a van on a major M1 delivery route it was essential for the client to have as much brand exposure as possible.

The final design was pieced together using various files individually sent over by the customer which were reworked and laid out to achieve the best finished result on the vehicle. I had to work closely within brand guidelines to ensure all aspects such as colour and quality were signed off before production began.



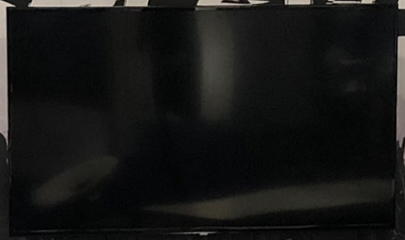
WALL OF FAME

COMPLETE OUR GUITAR HERO CHALLENGE AND RECEIVE AN

EXTRA 2% COMMISSION

ON NEW BUSINESS POLICY PLACED WITH A GWP OF MORE THAN £5,000

BE A ROLL OVER HERO!



THE BAR

WELCOME TO THE
LEGENDS OF MGA



03. BROKER NETWORK NATIONAL CONFERENCE

Client : Broker Network

Years : 2018



DESCRIPTION

As part of Broker Network’s bi-annual National Conference I designed several stands for the exhibition. This included early concepts with stakeholders, full design and finally sending off for print. The designs were visually strong and successfully saw high traffic throughout the week. I was also in charge of designing several presentations given by a member of the Executive Team and assisting with the delivery of these.



SECTION. 07

01. VIDEO EDITING

VIDEO EDITING

DESCRIPTION

Video editing is a skill that I have really started to master in my current role. Whilst briefly taught the basics during my education I have then taught myself in greater detail to give myself the ability to create professional videos for a number of purposes. One such creation is a video web series that later went on to win a national award within the insurance industry.

Whilst this is still a developing area of my skillset I am keen to continue with this and make it a stronger asset.

TOOL : ADOBE INDESIGN, ADOBE PREMIERE PRO

OLIVER MACLEAN

V I D E O
E D I T I N G
S H O W R E E L



CLICK ME!

Click on the above image to watch
my video editing reel on Vimeo.



01. VIDEO EDITING

Client : Bravo Group
Years : 2019 - Current

DESCRIPTION

Video editing is a recent skill I have begun to teach myself in greater detail and started to use in my current role.

This has led to me creating 15 minute long mock TV shows for internal events, and even creating whole video web series'. I have been responsible for all aspects of video projects, starting from storyboards, to directing and shooting the necessary footage and finally editing together the finished product.

Whilst this is still a developing area of my skillset I am keen to continue with this and make it a stronger asset. I have been the sole designer and video editor behind a series that has gone on to win a national award as well as creating a video as part of a submission that went on to win in the industry's largest annual trade awards evening.

Follow the link on the previous page to watch a taster of my video work.

THANK YOU