





HELLO THERE

My name is Oliver Maclean and I'm an award winning Graphic Designer and Illustrator from the UK. Included in this portfolio are examples of my work across multiple medias and industries.

Be it website design, commissioned artwork or anything in between. I can elevate your project to the next level.



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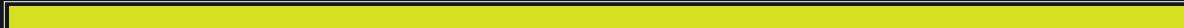


Pictured with Bruce, co-creator, Chief of Security and pawson in charge. Essentially, I just do what he says (demands)..

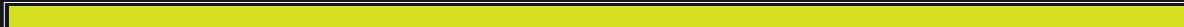
SKILLSET

SOFTWARE

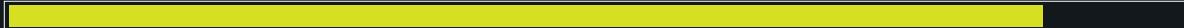
Adobe InDesign



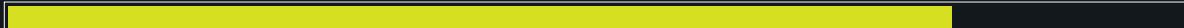
Adobe Illustrator



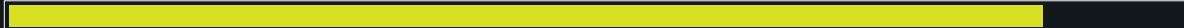
Adobe Photoshop



Adobe Premiere Pro



Figma



EXPERTISE

Motorsport Design

Livery Design

Logo Design

Website Design

Editorial Layout

Branding

Illustration

Signage

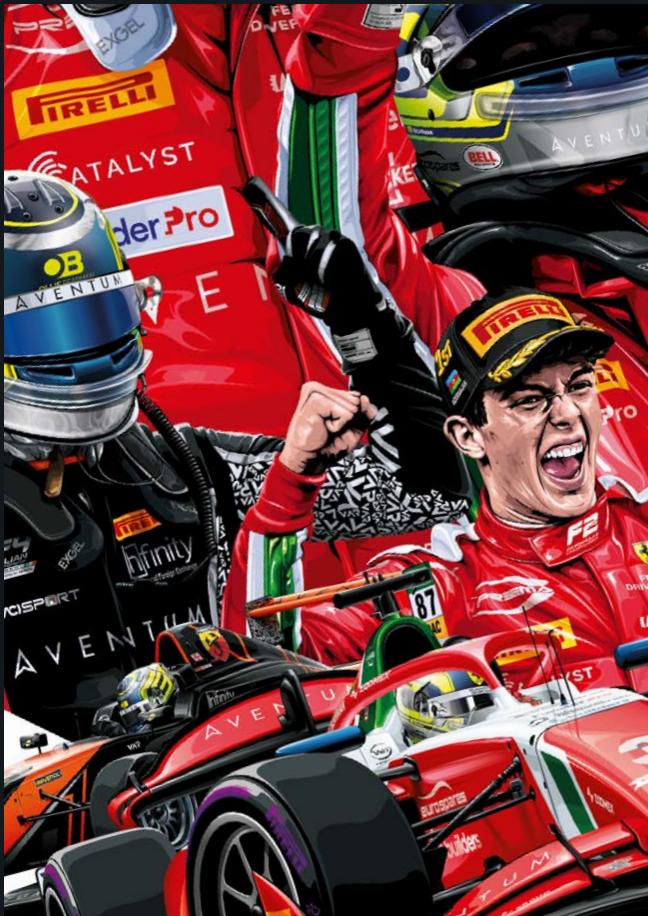
App Design

Social Media Assets

Vehicle Graphics

The background is a dark, almost black, abstract design. It features several large, semi-transparent, dark gray shapes that overlap and create a sense of depth. A thin, white horizontal arrow points to the right, located on the right side of the text.

**TIME FOR THE
FUN STUFF**



CLIENT: OLLIE BEARMAN

I was approached by Formula 1 superstar Ollie Bearman's team to produce and supply an exclusive print for the launch of his store and appearance at Autosport 2025. Focusing on his journey into a permanent Formula 1 seat, the illustrations revolve around his success in each junior formula. Illustrated in Adobe Illustrator to ensure the highest of quality vector artwork, the finished piece took a month to complete before being sold and distributed worldwide via his store.

Project requirements: Illustration, Production and Supply



ORIGINAL CONCEPTS

FINISHED PIECE



CLIENT: KULTURECITY®

At KultureCity® I head up the design department to ensure that, as the world's leading nonprofit on sensory accessibility and acceptance for those with invisible disabilities and sensory needs, everything that goes out is of the highest brand standard.

This includes working on merchandise, partner pitch documents, race apparel, websites and apps as well large annual charity galas; designing everything from water bottles and tickets to the whole event identity seen across social media and the venues.

Project requirements: Event Design, Collateral Design, Website Design, Brand Creation



SteadPoint

100
KID'S CHOICE
BIRTHDAY 2024
CELEBRATING 100 YEARS



Our Impact



Sponsorship

Title Sponsor ————— \$100,000

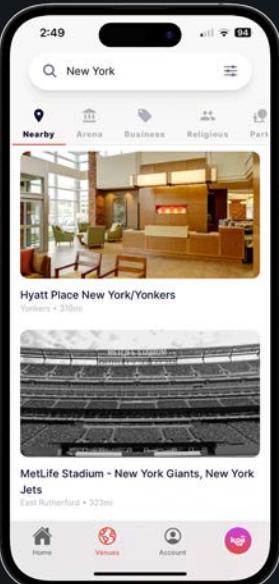
- HeroKulture called "Sponsor X" HeroKulture 2024
- Toast by sponsor representative at HeroKulture event
- 24 tickets to an exclusive VIP pre-event
- HeroKulture tickets to be given to the guest to the performance stage.
- Sponsor logo on souvenir stainless steel wine glasses at HeroKulture.
- Sponsor name or logo on take home swag repeat
- Sponsor logo on event photos and step and repeat
- On-screen sponsor loop with Sponsor Name or Logo
- Verbal recognition by event host on night of event.
- Prominent placement of digital event signage for event.
- Corporate placement in KultureCity's event webpage.
- Mention in event related press release.
- Mention/tag on KultureCity's social media channels.
- Sponsor thank you by KultureCity Board member on social media.

1 AVAILABLE



7





hero 
kulture
NEW YORK 2025

 SteadPoint
KULTURE BALL 2024
CELEBRATING 10 YEARS

 PIHKIS
RESTAURANT GROUP
BIRMINGHAM
RACE

 **HUMAN**
HIGHLIGHT
AWARDS GALA

Harrah's
CHEROKEE
CASINO RESORT



ORIGINAL LOGO



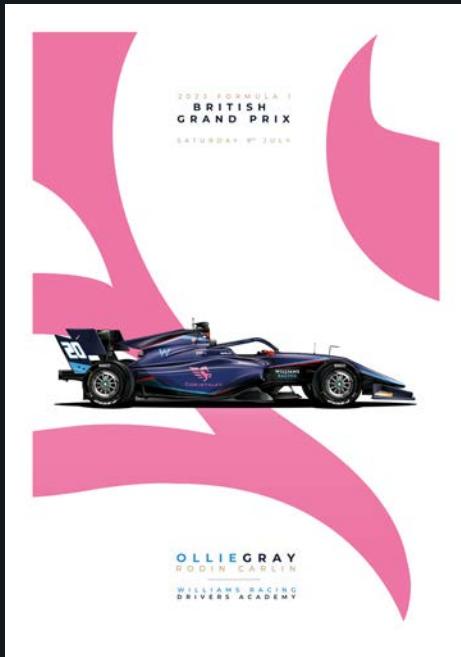
REFRESHED LOGO

CLIENT: BEN TUCK RACING

Following on from a previously commissioned piece of artwork, WEC driver Ben Tuck's team approached me to rebrand and refresh Ben's existing logo. Designed to modernise the brand, with a bold rounded font and custom curve to represent the racetrack and racing lines that Ben is so focused on.

Project requirements: Brand Identity, Logo Design





CLIENT: CORINTHIAN SPORTS

I worked with Corinthian Sports to create a commemorative set of posters for their Silverstone Formula 1 Grand Prix clients. Each print was based around the driver they sponsored: Formula 3's Ollie Gray. They requested his car to be recreated in my trademark side-on style. 3 variants were created, with 600 of each variant printed and supplied to the client.

Project requirements: Illustration, Production and Supply



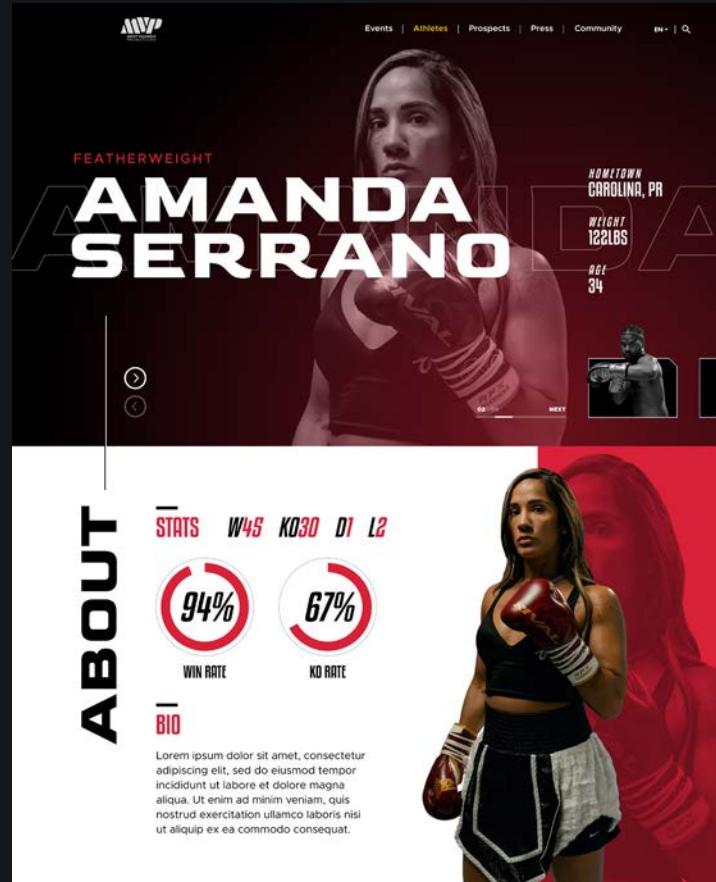


The MVP website homepage for Jake Paul. The top navigation bar includes links for Events, Athletes, Prospects, Press, and Community, along with a search bar. The main feature is a large image of Jake Paul with his arms crossed, wearing a gold chain and a tattooed arm. Text overlays provide his fighter details: CRUISERWEIGHT, JAKE PAUL, Hometown: CLEVELAND, OH, Weight: 185LBS, and Age: 26. Below the main image are navigation arrows and a small video thumbnail of a female boxer.

CLIENT: JAKE PAUL'S MVP

Working with international superstar Jake Paul and his MVP brand I redesigned the MVP website ready for relaunch. By highlighting the fighters, the design showcased the brand's purpose and Jake's ambition for taking it forward.

Project requirements: Website Design



The MVP website homepage for Amanda Serrano. The top navigation bar is identical to the Jake Paul page. The main feature is a large image of Amanda Serrano in a boxing stance, with text overlays: FEATHERWEIGHT, AMANDA SERRANO, Hometown: CAROLINA, PR, Weight: 122LBS, and Age: 34. Below the main image is a navigation bar with arrows and a small video thumbnail of Jake Paul. The right side of the page features a large image of Amanda Serrano in a red and black boxing outfit, with a bio section below it.

ABOUT

STATS *W45 K030 D1 L2*

94% WIN RATE

67% KO RATE

BIO

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCIITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.



READY4WAR
PAUL vs DIAZ
JAKE NATE
SAT AUG 5 DALLAS, TX

LIVE ON  PURCHASE ON 

PREVIOUS EVENT  NEXT EVENT 

UPCOMING

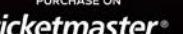


WOMEN'S CHAMPIONSHIP BOXING
12 ROUNDS / 3 MIN ROUNDS
SERRANO vs RAMOS
UNIFIED FEATHERWEIGHT CHAMPIONSHIP
FRI OCT 27
CARIBE ROYALE ORLANDO



READY4WAR **PAUL vs DIAZ** JAKE NATE

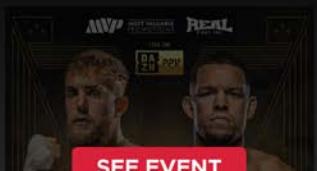
SAT AUG 5
DALLAS, TX

LIVE ON  PURCHASE ON 

UPCOMING



LIVE ON 



LIVE ON 



PRBLM vs CHLD



CLEANING CONTRACTORS
COMBINED
Notice to Policyholders



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Twitter icon: @BravoUnderwriting LinkedIn icon: Bravo Underwriting



CLIENT: BRAVO UNDERWRITING

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.

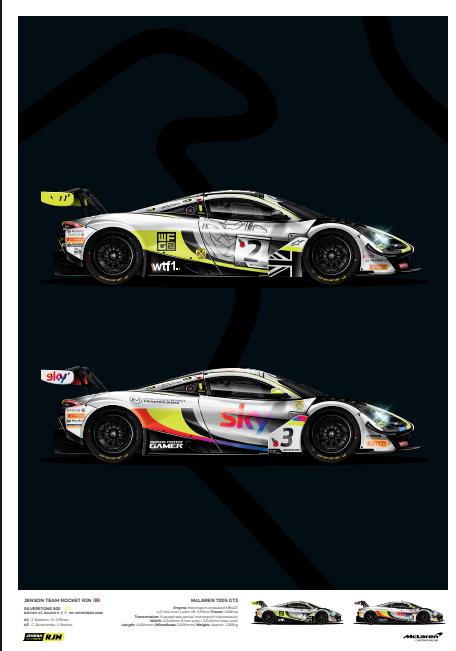
The logo was totally revamped to appeal to a younger audience and to bring the brand into a much more modern look and feel. The colours were changed from purple to bright coral with a secondary colour of dark blue, to ensure the brand linked back to the overarching group.

Project requirements: Branding, Logo Design and Application

 bravo underwriting

WHO WE ARE &
HOW WE CAN HELP





CLIENT: JENSON TEAM ROCKET RJN

Working alongside 2009 Formula 1 World Champion Jenson Button, I created and supplied a full print run of posters to celebrate his return to racing at the 2020 British GT Silverstone 500. Officially licensed and produced to a high quality, these were a great hit with both Button and Team Rocket fans worldwide.

Project requirements: Illustration, Production and Supply





CLIENT: SPRINGFIELD HEALTHCARE

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.

Project requirements: Illustration, Print Set-up, Signage



Cafe Albert's Restaurant

Hair & Beauty

Sanctuary Spa

TERRY'S

Chocolate Shop

THE FIT



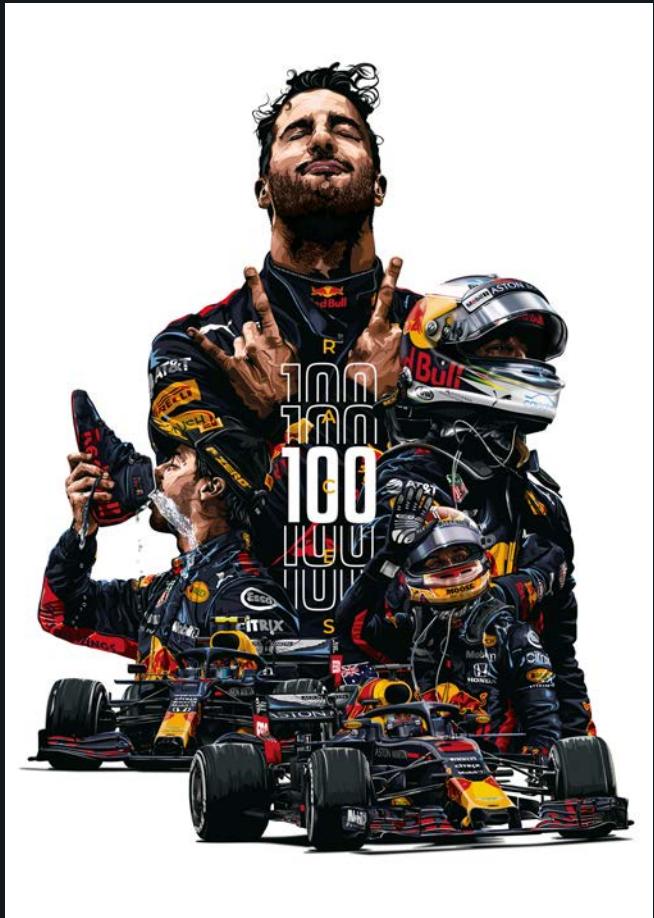
CLIENT: RED BULL RACING

Commissioned for one of Daniel Ricciardo and Alex Albon's race mechanics, these posters were designed to celebrate his working 100 races with the team. They featured incredibly detailed drawings of both Ricciardo and Albon, as well as their cars from past seasons.

Project requirements: Illustration, Production and Supply



ORIGINAL CONCEPTS



FINISHED PIECE



CLIENT: HITECH GP

As part of the build up towards the annual Macau Grand Prix, Formula 2 & 3 team Hitech GP needed designs creating for Instagram and Twitter. These were featured on both their main feed and their stories. Designs were based around each driver as well as a track guide. Imagery was created for each of their drivers, including current Formula 1 star Yuki Tsunoda.

Project requirements: Social Media



HiTECH GP

HiTECH
MACAU

HiTECH GP

Circuit length
6.2km

Top predicted speed
280kph

Corners
22

HiTECH GP
FEWTRE



CLIENT: BRAVO GROUP

Whilst working with Bravo Group, design of corporate collateral was a large part of my role. I was involved in and lead a great range of projects, from internal magazines that were 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.

Project requirements: Layout Design, Editorial, Magazine Design







CLIENT: BROKER NETWORK

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 media promotion and award entrance. The project was nominated for several industry awards and won the Digital Marketing Campaign of the Year at the Insurance Post Creative & Innovation Awards.

Project requirements: Video Editing, Marketing Campaign Creation

JAMES MCCARTHY DEREK BRADSHAW LUTZ MATT SEAGO SIMON KERRY AND ANTHONY FOSTER

ON THE ROAD

LIMITED SERIES OUT NOW



£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

Quelle the Range: 'Quelle the Range' series of 100 'markerstudy' spots, head out on the road in their shiny, shiny wrapped Range Rover.



Studios: Broker Network and Markerstudy Insurance Services Ltd

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

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

Viewing figures: LinkedIn: 44000, Vimeo 1000

Let's get one thing clear: when it comes to the 'On the Road' campaign, Sunstar drivers are most definitely not allowed. The 100-second 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 turning the fun into insurance and clearer than this motto has never been the entire range. From James McCarthy and Matt Seago changing outfits and applying one other's makeup, to Simon Kerr and Ruth Robinson making friends with a pheasant – and not forgetting the Latin lesson between Derek and Anthony 'Foot' 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 accotors to ice cream vans," says Foot in the opening episode, who adds that while their ethos is all around fun, they have "some serious underwriting expertise."

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

The chance to win tickets to the Ashes was a huge draw for viewers, who had to decipher where in the world the dual branded 'On the Road' car was parked at the close of each video for their chance to snap up a trip with Anthony Foster. But what held their attention was the personal,

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, but the cast are indeed wild and crazy, and Foot's new business as 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.

Insurance POST
CREATIVE &
INNOVATION
AWARDS
WINNER



CLIENT: JOE BROWNS

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.

Project requirements: Vehicle Graphics, Print Set-up





CLIENT: DOMINIQUE WILKINS

This website design was created to give NBA legend Dominique Wilkins a public presence for his philanthropy, sports and public speaking work.

Project requirements: Website Design



LEGEND. BUSINESSMAN. PHILANTHROPIST.



THANKS FOR LOOKING.

I look forward to collaborating
together on your next project.



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