



Owain Davies

Freelance Graphic Designer |
Focus Supplements UK

Moreton-in-Marsh GL56, UK

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Links

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Languages

English (Native)

Welsh (Fluent)

About

Driven, passionate and detail-orientated. I've gained over 5 years of experience as an in-studio designer and remote freelancer for both B2B creative agencies and B2C brands in the Graphic Design & Automotive Design Sectors. I've utilised a broad skill set and software such as Adobe CC (Photoshop, Illustrator, InDesign, XD, After Effects, etc) and Figma. I've worked with over 70 clients from industry sectors such as technology, finance & investment, automotive, health & well-being, luxury fashion, jewellery and much more.

BRANDS WORKED WITH

- Red Creative Ltd
- Puremedium UK
- Wave Industries
- CAD CAM Automotive - Careers
- Focus Supplements UK
- Tata Motors
- Airborne Systems

Experience

● Mid-Weight Graphic Designer

Red Creative Ltd | May 2023 - Feb 2024

At Red Creative, a B2B Creative Agency, I was responsible for the delivery of creative artwork and marketing collateral across all mediums, including print, digital and social media. This was achieved through the application of software such as Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects etc), Figma Design and Mailchimp.

Responsibilities and Key Achievements :

The opportunity to work with a range of clients from business sectors such as fast fashion, luxury fashion, jewellery and luxury building merchants.

The design and implementation of a new brand identity, across all business segments for an established client from the luxury tourism industry.

The design of comprehensive marketing campaigns, from concept to delivery.

The creation of print, digital, web and social media assets such as promotional ads, web banners, web pages, videos & animations, motion graphics, product labels & packaging, iconography & infographics, presentations, documents and EDM's.

● Automotive Designer

Puremedium UK | Mar 2022 - Mar 2023

I was tasked with the design & launch of a new brand identity, including a responsive website, UI/UX, brand logo, marketing materials, content creation and management of multiple Social Media channels. In tandem, I developed a digital marketing strategy, under the supervision of the Design Director.

Responsibilities and Key Achievements :

The creation of Puremedium's brand identity, including a fully reactive desktop and mobile website, basic user interaction and user experience.

The creation of all company marketing collateral, including PDFs, presentations & documentation, brochures, EDMs, social media content and vehicle liveries.

The co-design and delivery of the Firefly, Young Drivers vehicle concept.



● **Transport & Mobility Designer**

Wave Industries | May 2020 - Mar 2022

Wave industries focused on developing and manufacturing electric buses, commercial vehicles, charging infrastructure and green transportation technologies. I was tasked with the design and development of our reactive website, digital marketing strategy, and the creation of all sales & investor documents and marketing collateral.

Responsibilities and Key Achievements :

Design of the company website, including basic user interaction & user experience, CRM management and multichannel social media account management.

The creation of various sales & investor documents, presented to key members of the UK and international governments, government organisations such as APC (The Advanced Propulsion Centre), technology companies such as Zenobe UK and some of the top 4 global accounting firms such as Deloitte and PwC.

The ideation of conceptual charging infrastructure applications in urban settings.

The design of complex charging and EV technology infographics, for use in a range of brand & investor presentations, documents and websites.

The co-design of our 2050 hydrogen concept for the "Our Future Moves" exhibition at the Coventry Transport Museum.

● **Junior Automotive Designer**

CAD CAM Automotive - Careers | Sep 2019 - May 2020

As a Junior Automotive Designer, I contributed to various live projects, such as the EV London taxi and MetroCab. I employed a variety of methods to complete these tasks, such as 2D & 3D sketching and digital rendering using Adobe Photoshop.

Responsibilities and Key Achievements :

The creation of various design, technical, investment and marketing materials to be presented during design reviews, to our company board of directors, clients, investors, and key individuals in government.

The design and creation of all in-house presentations.

● **Freelance Graphic Designer**

Focus Supplements UK | May 2019 -

I've undertaken work for over 35 companies & clients through Focus Supplements (B2C) with complete creative freedom. Briefs include everything from marketing collateral to Amazon imagery, social media content, web banners, static ads and legislative label translations for sales in multiple countries across Europe.

Responsibilities and Key Achievements :

The design of product labels & packaging now sold on e-commerce sites such as Amazon.co.uk.

The design of over 2000 Amazon imagery sets for over 240 products, across 35+ brands in languages such as English, German, French, Italian and Spanish.

The creation of over 700 social posts, used by multiple health & well-being brands.

● **Coventry University Mdes Collaborative Project**

CAD CAM Automotive - Careers | Jun 2018 - Oct 2018

● **Automotive Design Intern**

CAD CAM Automotive - Careers | Apr 2018 - Sep 2019



● Collaborative Project - Automotive Designer

Tata Motors | Sep 2017 - May 2018

TATA Motors proposed a year long collaboration between Coventry University, UK and the Olin College of Engineering, situated in Boston, USA. The collaboration was intended to streamline Product Delivery and improve communication between the Design and Engineering Teams. A 5 person team was selected from both universities, overseen by Autodesk and TATA motors, with regular reviews, and various trips to and from the USA. As a member of the UK design team, we intended to create an Autonomous Concept, implementing a more efficient process.

Responsibilities and Key Achievements :

- Interior Design, Colour & Trim Design and UI/UX Design, through the use of 2D & 3D Hand Sketching techniques as well as Digital Illustration, using Adobe Photoshop.

- The Creation and Presentation of Design Reviews to key senior figures within Industry.

- A final presentation to key Industry partners from all across the US, in Boston.



● Design Engineer Intern

Airborne Systems | May 2013 - May 2013

My first introduction to the design and manufacturing industry, I spent a month at Airborne Systems in South Wales as part of an industrial placement. Situated at their Design and Engineering office, I was tasked with contributing and theorising on active projects. For the most part, I spent my time there assisting with the development of their MCAD (Marine Craft Air Delivery) Platform, particularly the Air Bag Deployment System, utilised during its deployment from a C130 Aircraft in Military and Logistical operations.

Education & Training

2015 - 2019

● Coventry University

BA 1st Class (Hons),