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**Design begins with emotion,
emotion becomes inspiration,
inspiration sparks thought,
thought evokes concept,
concept blooms design...**

Gavin Keith Hough...

Delivering creative solutions for brand awareness and marketing campaigns.

- Concept
- Art Direction
- Creative Direction
- Artwork Production
- External Supplier Liaison

Career Ambitions...

To be a part of a talented creative team. Play a major role in the initial concept stage. Direct and see the project through to completion. Experience and then create 'smile in the mind' moments. Keep learning and developing with a group of individuals who love to create. Leave my mark on this planet with some great creative. To make one person, sit up, take notice, whether consciously at that very moment or sub consciously later in the day and elicit a positive feel good response.

Creative Experience...

Magicalogical - Creative. September 2020

Wigan Hall, New Market Street, Wigan. WN1 1HH

- A small all encompassing agency with a big heart and even bigger ambitions to develop and grow as a creative force.
- Part of a young talented team working with a wide collection of businesses to help develop and implement creative strategies and solutions.
- Key business services include. Brand Development. Creative Concept Development. Design for Web / Print. UX / UI Development.

The Arthritis Foundation's California Coast Classic Bike Tour - Creative Consultant. 2017 / 2018 / 2019 / 2020

3731 Wilshire Blvd, #305 Los Angeles, CA 90010 (Working remotely from home in the UK)

- The Arthritis Foundation's annual signature event. An 8 day tour covering 525 miles along the Pacific coastline from SF to LA raising over \$1 million.
- 2015 was my first year as a rider and in late 2016 the LA team offered me the opportunity to become the creative and an official event sponsor.
- This role has allowed me to design and develop all the marketing and brand assets that the ride requires to deliver a successful event.
- A year-round project that establishes a theme which in turn translates to all online and offline assets including the rider apparel and finishers medal.

Ribble Cycles - Lead Brand Creative. April 2018 - July 2019

363 Leach Place, Walton Summit Centre, Preston, Lancashire. PR5 8AS

- Tasked with raising the profile of the Ribble brand. To help establish them as the number one UK cycling destination.
- Improve creative consistency throughout the company and the way it projected itself both from a market and customer perspective.
- Touching on all creative points. Including the head office, stores, exhibition stands and the brand sponsored professional cycling team.
- Taking the lead on the direction of all product imagery, including being the brand photographer on shoots, both in-house and away on location.

Cotton Traders - Graphic & Web Designer. March 2017 - April 2018

Atlantic Street, Altrincham, Greater Manchester. WA14 5GZ

- Working closely and in partnership with the whole creative team to drive the brands unique personality and ethos.
- Supporting the business with the development of concepts and designs including brand stores, online presence, email and catalogue production.

The Original Factory Shop - Middleweight Graphic Designer. August 2015 - September 2016

Billington Road, Burnley, Lancashire. BB11 5UB

- At the time this was a newly created individual in-house position at one of the UK's most successful discount retail businesses.
- Working closely with the marketing team helping the business with a portfolio of 200 plus stores, develop and produce creative marketing collateral.
- From point of sale elements through to a fortnightly 16 page leaflet that was distributed to some 2.5 million addresses.
- Tasked to help deliver and implement a brand new visual identity that included a move to the shorter abbreviated name of TOFS.

RM Fitness Ltd - Lead Brand Creative & Operations Manager. December 2012 - August 2015

Leeds Street, Wigan. WN3 4BW

- Supporting the owner with the day to day running of the business and development of its growth.
- Generating business strategies to increase brand awareness and ultimately member numbers, including a move to a new 6,000 sq ft facility.
- Executing and implementing a successful fitness brand called Evolution365™ - a more sustainable long term fitness journey for its members.
- Creative responsibilities included concept, design and photography for all brand touch points.

Continued on the next page...

Blackburn College - Freelance Designer. November 2012 - December 2012

Fielden St, Blackburn, Lancashire. BB2 1LH

- One month freelance contract supporting the marketing department with the production of all print campaigns.

JJB Sports - Senior Creative. November 2004 - October 2012

Martland Park, Challenge Way, Wigan. WN5 0LD

- Once one of the UK's biggest sports retailers with some 400 plus stores nationwide.
- Playing a major role from start to finish, seeing a project develop from nothing to everything.
- Developing the initial brief, creating concept ideas, sourcing models, art directing photoshoots, artwork creation and working closely with printers.
- Collaborating on a daily basis with many of the major sporting brands including Adidas, Puma, Reebok, Nike, Umbro and Under Armour.

Shearings Holidays Ltd - Graphic Designer. March 2001 - December 2002

Miry Lane, Wigan.

- My first corporate creative role out of college.
- Supporting the nationwide marketing teams with all print relevant assets including local and national press advertisements.

Design at the Mill - Graphic Designer. April 2000 - December 2000

Wigan & Leigh College, Parsons Walk, Wigan.

- Small creative agency within the college. This role was awarded to me as I approached the end of my studies.
- Aimed at start up businesses to help design, develop and create the beginnings of their brands.

Personal Details...

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Nationality: English

Education...

1998 - 2000: Wigan & Leigh College (Higher National Diploma in Graphic Design)
1996 - 1998: Wigan & Leigh College (National Diploma in Graphic Design)
1994 - 1996: Winstanley College
1989 - 1994: Standish High School

Official Competitions / Exhibitions...**Official Secret 7" Vinyl Sleeve. November 2020**

- 7 specifically chosen records. Each pressed 100 times. 700 unique 'one off' sleeve creations.
- Create a design that has a connection with the song but do not mention the band name, song title or creative artist.
- Designs submitted from artists all over the world including Lubaina Himid, Anish Kapoor, Tacita Dean, Mark Wallinger, The Connor Brothers.
- Almost 6000 entries and my submission made the final selection. #138 Foo Fighters - This is a Call.
- Designs featured in an exhibition at the NOW Gallery, Greenwich, London. (14th October - 1st November 2020).
- An online auction ended at 7pm on the 1st November 2020 in aid of the Help Refugees charity.
- My design sold for £102.

Official 2020 Movistar Pro Cycling Team Jersey. April 2020

- Create a jersey to feature in a prestigious one day classic in support of two charities.
- One of my entries made the final top ten selection.
- Votes cast via social media channels.
- My entry finished in 6th place.

Official 2017 Tour de France Poster. July 2017

- Four of my entries made the final top fifteen.
- An honourable mention led to an invite to watch the last stage in the grand stands on the Champs Elysees, Paris, France.
- The grand jury included. Christian Prudhomme, Director of the Tour de France. Paul Smith, Fashion Designer. Christopher Froome, 4 x TdF winner.

Me in a nutshell...

Foo Fighters.
California.
Road Cycling.
Art.
J.M.W. Turner.
The Fighting Temeraire.
Manchester.
Banksy.
Everton Football Club.
United States of America.
K.I.S.S.
Oasis.
The Verve.
Wigan Warriors.
Rome.
Hawk Hill, San Francisco.
Sunshine.
Photography.
Dreaming Big.
Wanderlust.
Yosemite National Park.
Individuality.
Rodin.
Tour de France.
American Sports.
Griffith Observatory.
Col de la Madone.
Hard Rock Cafe Pin Badges.
New York City.
California Coast Classic.
Pop Art.
Bruce Lee.
Pantone.
Godparent.
Manchester Bee.
The Arthritis Foundation.
Rugby League.
Pacific Ocean.
Three Lions.
Mount Baldy.
Nikon.
Wigan.
Camp 9 Fire Station.
Surf & Skate.
Adventure.
The Thinker by Rodin.
Apple.
InDesign.
Photoshop.
Illustrator.
Acrobat.
Lightroom.
Adobe.
Graphic Design.
Brand.
Creative.
Concept.
Art Direction.
Creative Direction.
Smile In The Mind.
Vision.

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