



NICK WARREN

CONTACT

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EDUCATION

BA(HONS) GRAPHIC DESIGN
Cranfield University | 1997 – 2000

ART FOUNDATION
Swansea Institute | 1996 – 1997

A' LEVEL
Olchfa Comprehensive
Graphical Communication | Art & Design
1994 – 1996

GCSE
Olchfa Comprehensive
English Literature | English Language |
Maths | Art & Design | Physics | Biology |
Physical Education | Chemistry | Geography
1989 – 1994

DEVELOPMENT

Throughout my career, I have progressively advanced through the design hierarchy, acquiring expertise in all facets of the design process, from initial concept development to final execution. I have had the privilege of leading a small design team, as well as mentoring junior designers, fostering an environment of growth, collaboration, and creativity.

In my current role, I have honed my skills to develop a distinctive sportswear brand that delivers a premium product to a dedicated customer base. Leveraging my comprehensive design expertise, I have been responsible for shaping the brand's identity and executing cohesive visual strategies across all touchpoints. This includes maintaining a consistent and engaging brand image through eye-catching digital marketing, while continually monitoring competitor strategies to stay ahead in a competitive market.

My ability to strategically blend creativity with business acumen has been instrumental in helping a small start-up transition from its early stages into a rapidly growing and successful brand. By aligning design efforts with business goals and customer needs, I have played a key role in scaling the company, cultivating a loyal following, and ensuring long-term brand success.

SKILLSETS

Conceptualisation / Creative Direction
Software Proficiency / Typography / Layout Design
Branding and Identity / Project Management /
Client Collaboration

PERSONAL STATEMENT

I have always had a strong creative drive. In my youth I was always either drawing, painting or building something. Throughout my journey, I have continuously embraced the creative process, refining my skills and expanding my expertise in many areas of design.

In addition to my passion for creativity, I was also heavily involved in sports during my youth. Engaging in a wide range of activities I developed a strong sense of discipline, teamwork, and resilience. Ultimately, it was rugby that became my true passion, and I played until my physical limits set in. The lessons I learned through rugby, such as communication, collaboration, and leadership are core principles I apply in my professional life today.

Beyond my professional work, I remain actively engaged in creative pursuits, including game design, painting, vinyl collection, console gaming, and reading. I am constantly exploring new projects and challenges, ensuring that I am always advancing my skill set and staying at the forefront of design trends and techniques.

As a Senior Graphic Designer, I bring a wealth of experience in visual storytelling, design principles, project management, and collaborative problem-solving. I excel in translating concepts into visually compelling and functional designs while maintaining a strong focus on brand identity and user experience. My diverse background, creative mindset, and attention to detail allow me to approach every project with a unique perspective, ensuring high-quality results that exceed expectations.

EXPERIENCE

CREATIVE DIRECTOR
Silverback Sport Ltd | Jan 2013 – Present

FREELANCE DESIGNER
May 2008 – Jun 2016

Clients I have worked for include:

- WH Smiths
- Zurich Insurance
- Reckitt Benckiser Group, working on projects for:

Air Wick / Calgon / Cillit Bang / Clearasil / Dettol / Durex / E45 / Finish /
Gadgetcare / Gaviscon / Harpic / Mr Sheen / Nurofen / Optrex / Scholl /
Steradent / Vanish / Veet

HEAD OF STUDIO
Electronic Health Media | Mar 2007 – Mar 2008

SENIOR DESIGNER
ScreenFX | Jan 2006 – Mar 2007

MIDDLEWEIGHT DESIGNER
Real Creative Solutions | Mar 2004 – Jan 2006

JUNIOR DESIGNER
MHD Partnership | Apr 2002 – Mar 2004

After finishing my degree in 2000 I spent 2 years at various agencies as a Junior Designer:

- Lundie Marketing
- Bloomfield Solutions
- Guy Mathiot Design

TOOLS

