Joshua Davidson
Design Direction (Graphics)

Graphic Design BA Hons UWE
Visual Communication MA RCA

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Creative Producer, Figment Productions
Dates: Sept 2023 – Jul 2024

- Directed and nurtured a CGI production team, ensuring the delivery of highquality animation and visual content aligned with client objectives.
- Collaborated with creative directors to develop previsualisations, mood boards, and style frames, translating briefs into practical art direction for production teams.
- Oversaw end-to-end project workflows, managing client communications, budgeting, and resource planning while addressing risks to maintain efficiency and quality.

Key project:

LEGOLAND Speedway, Duelling Coaster: Led the creative across all AV content, including scriptwriting, animation, voiceover recordings, and sound design.

Design Technologist, Creative Technology UK
Dates: Sept 2019 – Aug 2023

- Pitched and produced cuttingedge content for international brand activations, keynote events, and immersive experiences.
- Directed film and photography shoots, leveraging XR technologies to create immersive experiences for brands such as Christian Dior, Emirates Airways, and Ford Europe.

Key projects:

Emirates Airways Expo Pavilion: Collaborated with the Creative Director to artdirect a 2year project from concept to live opening, delivering XR installations with robotic and haptic interactions using Unreal Engine, Unity, and UltraLeap haptics.
Scottish Whisky Experience: Collaborated with the Creative Director to artdirect the main immersive CGI hero narrative.

Senior Technical Creative, Jack Morton
Dates: Apr – Jun 2019

- Developed and pitched innovative creative concepts as part of the 'Genuine X' team, specialising in leveraging technology to enhance storytelling.
- Collaborated across teams to deliver pitches and integrate novel technical solutions to enhance immersive brand experiences.

Lecturer, Westminster Kingsway College
Dates: Nov 2018 – Jan 2019

- Delivered lectures and practical workshops in Interaction Design and Physical Computing, aligning with the UAL Level 3 Media curriculum.
- Supported students in developing innovative digital and physical design projects.

Digital Graphic Designer, ICUC Social
Dates: Sept 2016 – Sept 2018

- Crafted social media strategies and visual concepts tailored to diverse client needs.
- Designed creative assets and developed brand toneofvoice guidelines, delivering compelling pitches and campaigns.

Film Producer, Bristol Robotics Lab (BRL)
Dates: Sept 2015

- Produced, directed, and edited daily coverage of a 10-day autonomous robotics competition in Italy.
- Managed all aspects of filming, including sound recording, editing and graphics to ensure comprehensive event documentation.
- Video content nominated for a robotics 'Best Picture' award.

Graphic Designer, Bristol Robotics Lab (BRL)
Dates: Jul - Oct 2015

- Designed web and print materials for EU-funded robotics projects.
- Acted as a science communicator, visually explaining complex engineering concepts.

Content Producer, Earthfall
Dates: Sep - Oct 2014

- Utilised projection mapping, live-feed video, and photography to create visual content for contemporary dance performances.
- Provided creative input to enhance the overall performance experience.

Design Department, BBC Wales
Dates: Aug 2014

- Worked on-set for the short film 'Like/Unlike,' managing continuity and set design.
- Designed A0 film posters for promotional use and participated in post-production editing.

Junior Designer, Dirty Design
Dates: Jun – Aug 2013

- Handled live briefs for established clients, adhering to strict brand guidelines.
- Designed branding projects from concept development to final execution, including social media assets and brand guideline documents.

Production Office Assistant, See No Evil Festival
Dates: Sept - Aug 2012

- Managed logistics and communications for the festival, liaising with artists, vendors, and media.
- Assisted with on-site project coordination and administration during the event.

Software:

Creative Tools:

Adobe Creative Suite (10+ years of professional experience), DaVinci Resolve, Unity, Unreal Engine, Figma, TouchDesigner, Cinema 4D, Blender, Glyphs, Fontlab.

Production Tools:

MadMapper, Millumin, Projection Blending, WatchOut, UltraLeap, Python, previsualisation, CG workflows and realtime render pipelines.