

**Joshua Davidson**

Design Director

**Portfolio 25**

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**Selected Works**

# Joshua Davidson

Design Director

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## Selected Works

## Clients

Google

Deloitte

HSBC

Volvo

Christian Dior

Tommy Hilfiger

HSBC

CISCO

COP 27

Scottish Whisky Experience

Ford

Emirates Airways

Riot Games

Chemical Brothers

Netflix

Apple TV

Paramount Pictures

Lego Land, Windsor

NMMC

UK Parliament

Chemical Brothers

**Client**    **Speedway Duelling Coaster**

**Project**    **Lego Land Windsor. 2024**

Experience

Creative Direction, Production, Script Writing,  
Voice Over recording & on site delivery.

[Link](#)





**Client**  
**Project**  
Experience

**Scottish Whisky Experience**  
**Edinburgh, Royal Mile. 2023**

[Link](#)

Technical Prototype, Design Development,  
Content Production, VR Digital Twin.



**Room 1 - Origins**



**Client** Scottish Whisky Experience  
**Project** Edinburgh, Royal Mile. 2023

Experience

Technical Prototype, Design Development,  
Content Production, VR Digital Twin.

[Link](#)

**Room 2 - The Art of Whiskey Making**



**Client** Scottish Whisky Experience  
**Project** Edinburgh, Royal Mile. 2023

Experience

Technical Prototype, Design Development,  
Content Production, VR Digital Twin.

[Link](#)



**Room 3 - Maturation**



**Client**  
**Project**  
Experience

**Queen Elizabeth Tower**  
**London, UK Parliament. 2023**

**Design Development, Archive System,  
UX & UI, Creative Direction.**

[Link](#)



**User Experience**



**Client**  
**Project**  
Experience

**Emirates Airways Pavilion**  
**Dubai, World EXPO 2021**

Prototype Design, Design Development, VR & XR  
Creative Direction, System Integration, UX & UI.

[Link](#)





**Client** Emirates Airways Pavilion  
**Project** Dubai, World EXPO 2021

Experience

Prototype Design, Design Development, VR & XR  
Creative Direction, System Integration, UX & UI.

[Link](#)



**Future Lab (Robots + Unreal Engine)**



**Client**  
**Project**

Experience

**Emirates Airways Pavilion**  
**Dubai, World EXPO 2021**

[Link](#)

Prototype Design, Design Development, VR & XR  
Creative Direction, System Integration, UX & UI.

**Experience Your Tomorrow (XR)**



**Client**  
**Project**

**Emirates Airways Pavilion**

**Dubai, World EXPO 2021**

Experience

**Prototype Design, Design Development, VR & XR  
Creative Direction, System Integration, UX & UI.**

[Link](#)

**Experience Your Tomorrow (XR)**





**Client** Christian Dior

**Project** Harrods, London. 2022

Experience

Technical Prototype, System Integration,  
Creative pipeline engineer & projection mapping.

[Link](#)



**The Fabulous World of Dior**



**Client** Henley Festival

**Project** Henley, Thames River. 2023 / 24

Experience

Design Development, Content Production,  
Creative Direction, Project Management

[Link](#)



**Live Programming & Content Production / Design**



**Client**  
**Project**  
Film Prod

**Chemical Brothers**  
**CT x ARRI XR Volume. 2023**  
Content Producer, 2D Plate Asset Manager

[Link](#)



**Live Again ft. Halo Maud (4:14)**



**Client**

**Light x Dark**

**Project**

**CT x ARRI XR Volume. 2023**

Film Prod

Design Development, Content Production,  
Creative Direction, Creative Pipeline Engineer.

[Link](#)



**Connecting real-world and XR Volume (1:25)**



**Client**

**Volvo: Safety In Mind**

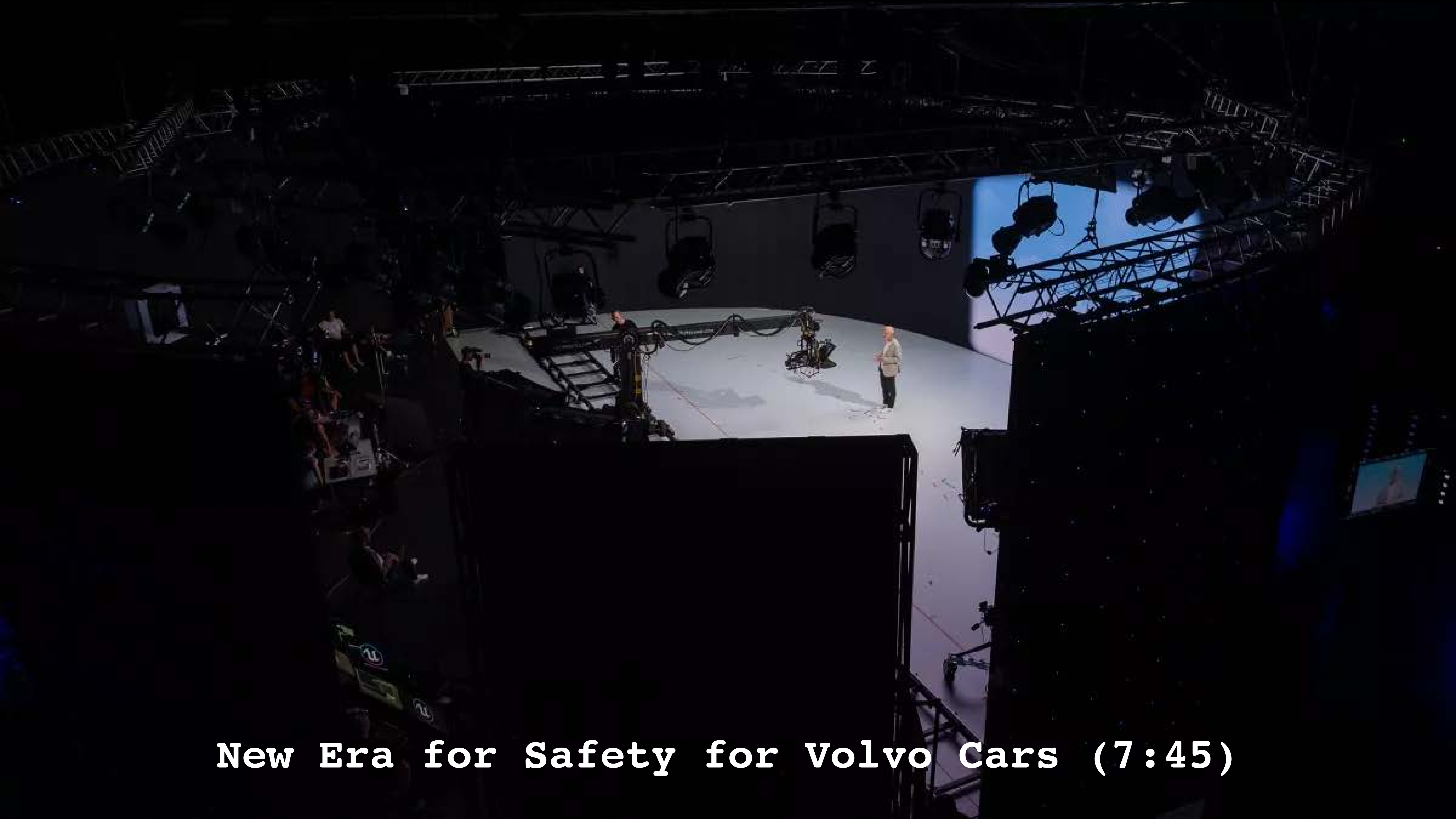
**Project**

**CT x ARRI XR Volume. 2022**

Film Prod

Content Producer, 2D Plate Asset Manager

[Link](#)



**New Era for Safety for Volvo Cars (7:45)**



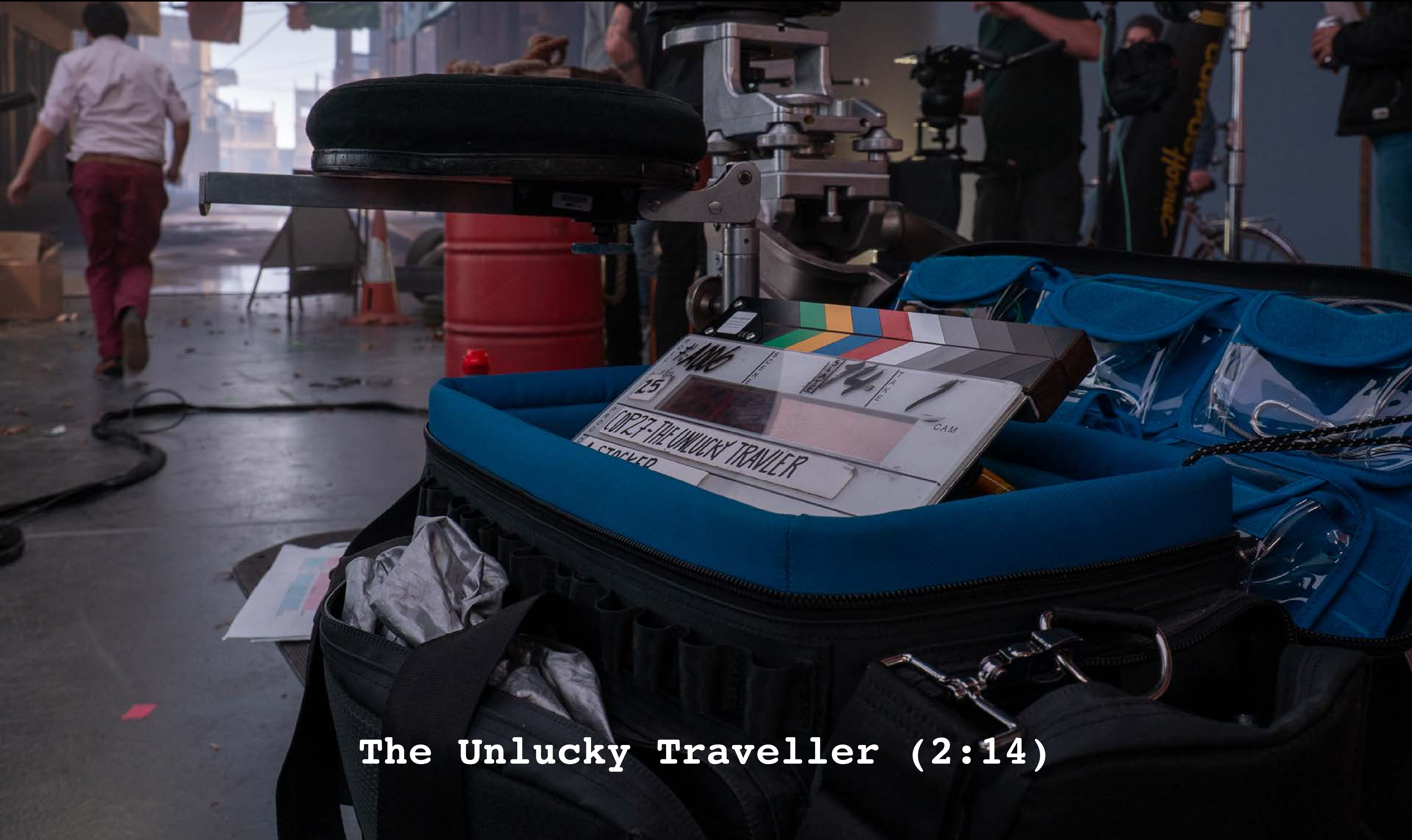
**Client**  
**Project**  
Film Prod

**COP27**

**CT x ARRI XR Volume. 2022**

**Content Producer, Plate Asset Manager**

[Link](#)



**The Unlucky Traveller (2:14)**



**Client** HSBC, Circle of Excellence.

**Project** London, Hong Kong, Mexico. 2022

Broadcast

Design Development, Unreal Engine,  
Creative Direction, Project Management.



**HSBC Circle of Excellence**



**Client** Tommy Hilfiger  
**Project** Fleet Street, London. 2022

Experience

Pop-up brand activation, System Design,  
Commissioning, Technical Prototype.



Selfie-Booth



**Client** Google Home  
**Project** MWC, Barcelona. 2022

Experience

Technical Prototype, System Design &  
Integration, media playback & Show Control

[Link](#)



Interactive Video Wall



**Client**

**Cisco Live 2021**

**Project**

**Gran Fira, Barcelona. 2021**

Experience

Creative Direction, Keynote Production, Realtime rendering, media playback, .



**Keynote Visuals**



# Personal Pale Blue Project

Experience

Creative Direction, Creative Production, Unreal  
Engine, Virtual Reality, Physical computing.

[Link](#)





# Personal DAYMARK Project

Experience

Creative Direction, Way-finding, Signage, UI & UX,  
Technical Prototype, Iterative Design.

[Link](#)





# Personal DAYMARK Project

Experience

Creative Direction, Way-finding, Signage, UI & UX,  
Technical Prototype, Interactive Design.

[Link](#)



Corten-Steel Prototype



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**Thank you.**