



## DAVID OTTON

### DESIGN DIRECTOR

Design  
Branding  
Art Direction  
Copywriting  
Concepting

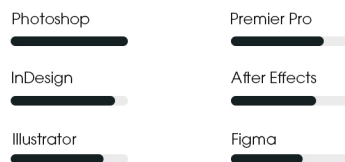
#### THE STUFF I DO

##### I LIKE DOING STUFF THAT MAKES PEOPLE SMILE

Not like a teeth baring, Cheshire cat type smile. Think more of a Mona Lisa smile. On the inside. I guess you could say that's always been my creative brief to myself. Whether it's the copy I'm writing, the art I'm directing, the graphics I'm designing or the brand I'm shaping. I try to create work that puts its feet up in a person's grey matter and makes itself at home.

#### SKILLS

##### I HAVE A VERY PARTICULAR SET OF SKILLS...



#### EDUCATIONAL STUFF

##### FASHION AND DESIGN 2.1 - BA (HONS)

University of Lincoln  
2005 - 2008

##### A - LEVELS ART (A) PHYSICAL EDUCATION (B) BIOLOGY (C)

West Suffolk College  
2002 - 2004

#### STUFF ABOUT ME

##### BABIES, BEERS, BOOKS & VINYLE RECORDS

Since having a baby (my wife claims to have had some involvement) my life has been a tight schedule of nappy changing, early morning head-butts and curating a very strong repertoire of dad jokes. Outside of keeping a two-foot-tall hooligan alive, I'm quite a simple soul really.

Like most, I enjoy the odd beer with friends. Like few, I enjoy collecting books on typography and building a respectably eclectic vinyl record collection. I suspect the latter is why I don't get invited out for many beers. I also love basketball (watching and playing) and boxing (just watching... obviously)

#### STUFF I'M DOING RIGHT NOW

##### DESIGN DIRECTOR, DEPT@ / UBER / ANCESTRY / GUMTREE JUNE 2021 - PRESENT

With so many nuanced lines of business under one brand family, Uber needs beautiful, accessible and digestible digital comms that speak to a wide ranging customer base, from earners to consumers. My role is to set the overall design direction of each project from CRM lifecycles to social media campaigns, motivating and inspiring a talented team of creatives to craft digital communications that convert.

#### STUFF I DID BEFORE...

##### DESIGN TEAM LEAD, OLIVER / SUSHI DAILY MAY 2020 - JUNE 2021

Sushi Daily offers happily handmade, restaurant quality sushi by highly skilled artisan chefs from its in-store kiosks across Europe. As DTL, it was my job to ensure a team of highly skilled designers, copywriters and social media managers make Sushi Daily look, sound and feel like restaurant quality sushi that's happily handmade by artisan chefs across all touch points from POS to packaging and digital.

#### AND BEFORE THAT...

##### DESIGN TEAM LEAD, OLIVER / PEPSICO OCT 2019 - MAY 2020

Dropped in to round out PepsiCo's shiny new in-house agency Sips & Bites as Design Team Lead. I headed up a crack squad of integrated designers and editors whose sole purpose was to make sure all things Walkers, Pepsi Max, Naked Juice and Alvalle sparkled with a beautifully executed, on-brand aesthetic across all digital comms.

#### AND BEFORE THAT...

##### HEAD OF CREATIVE, EVE SLEEP JUL 2015 - SEPT 2019

Making mattresses cool is no easy feat. As eve's Head of Creative, I developed the brand style and tone, conceptualised campaigns and wrote ads that saw this so called 'mattress startup' grace the pages of Cool Brands as well as become one of the fastest companies in UK history to float on the London Stock Exchange.

#### AND BEFORE THAT...

##### FREELANCE CREATIVE DIRECTOR NOV 2014 - JUL 2015

Lone wolfing it doing some art direction, design and conceptual work for a diverse range of brands. Designing posters for TFL and devising a campaign for the homeless charity Centrepoin, I also worked on branding projects with smaller businesses and startups like e-commerce jewellery designer Sunday and Shisha delivery service The Shisha Guys among others.

#### AND ONCE UPON A TIME...

##### CONTENT MANAGER, OGLIVY SEPT 2013 - JAN 2015

Deploying and copy editing automotive content for Ford of Europe's web portal may sound slightly tedious. Truth be told, it was. BUT the time I spent agency-side helped to refine my copy editing skills as well as learn to manage the expectations of a fairly demanding and corporate client. Working on the global launch of the new Mustang was pretty cool, too.