

Joshua Deakin



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Glasgow, Scotland

MULTIMEDIA DESIGNER • BRAND, MOTION & VISUAL STORYTELLING

PROFILE

12+ years turning briefs into work that gets remembered — across digital, print, and motion.

Proven track record delivering campaigns for globally recognised brands including Bentley, McLaren, and Volvo. Currently maintaining and evolving brand guidelines at APMP, ensuring consistency and quality across all visual output. Combines strong creative execution with strategic thinking to produce work that drives engagement and supports business objectives.

AWARDS & RECOGNITION

Gold

Advertising Media Kit

ASSOCIATION TRENDS 2025

Interactive, magazine-style sponsorship prospectus combining motion, video, and branded content. Recognised for innovation and audience engagement.

Silver

Best Advocacy Campaign

ASSOCIATION TRENDS 2026

The APMP Membership Guide — designed to bridge the gap between joining and fully understanding membership value, boosting the member experience from day one.

Gold

Embracing Diversity Campaign

CITY OF GLASGOW COLLEGE

Concept-led inclusivity campaign using a relatable daily checklist to deliver a clear statement against discrimination. Awarded for creativity and social impact.

PROFESSIONAL EXPERIENCE

MULTIMEDIA DESIGNER

APMP (ASSOCIATION OF PROPOSAL MANAGEMENT PROFESSIONALS) • REMOTE

OCT 2023 - Present

- Own and maintain APMP's brand guidelines, ensuring consistency across all digital, print, and multimedia outputs
- Evolve and refine visual standards to strengthen brand identity and improve overall quality of creative work
- Lead creation of multimedia content including animation, video, infographics, and campaign assets
- Collaborate with stakeholders to translate strategic goals into effective visual communication
- Manage multiple concurrent projects, delivering high-quality work within tight deadlines
- Drive visual storytelling that simplifies complex ideas and enhances audience engagement

GRAPHIC DESIGNER

PARK'S MOTOR GROUP • HAMILTON, SCOTLAND

OCT 2019 - OCT 2023

- Delivered creative across 27 automotive brands, supporting campaigns for Bentley, McLaren, and Volvo
- Produced digital assets including landing pages, web banners, and video content
- Introduced motion graphics and improved visual consistency across campaigns
- Supported high-volume marketing output while maintaining strong creative standards

GRAPHIC DESIGNER

DAVID URQUHART TRAVEL • EAST KILBRIDE, SCOTLAND

MAR 2017 - OCT 2019

- Designed print campaigns reaching 50,000+ customers and digital content for 58,000+ users
- Created marketing materials supporting nationwide travel campaigns
- Strengthened brand presence through consistent and engaging visual output

FREELANCE GRAPHIC DESIGNER

ESPORTS & INDEPENDENT CLIENTS

2013 - 2017

- Branding, illustration, and logo design for eSports teams and independent clients
- Built foundational skills in identity design and client-facing project delivery from day one

CORE SKILLS

Brand Ownership & Guidelines

Creative Direction & Visual Leadership

Motion Graphics & Video Production

Campaign & Marketing Design

Digital & Web Design

Adobe Creative Suite

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

Adobe InDesign

Adobe Premiere Pro

Stakeholder Collaboration

Project & Workflow Management

EDUCATION

HND Visual Communication / Graphic Design

CITY OF GLASGOW COLLEGE

2013 - 2017

Covered composition, colour theory, motion graphics, and web design. Completed live client briefs alongside coursework — entered the industry with a professional portfolio from day one.

PERSONAL

A curious and forward-thinking creative with a genuine interest in **storytelling, emerging technology, and design trends**. Outside of work: motorcycle rides through Scotland, pulling apart film edits, and going too deep on whatever's new in VR.