

Profile

With over 16 years experience, I've worked across different industries and in many different disciplines, including digital, print, motion, branding and events. I love a challenge and thrive under tight deadlines (like there is any other kind). I can lead a team, manage campaigns or just roll up my sleeves and get stuck in. I'm an easy-going, collaborative person who genuinely enjoys mentoring others and being part of a team. I am driven, curious, and committed to constantly learning, whether that's mastering new design platforms, staying on top of trends or figuring out how to plumb in a bathroom (so far no leaks 🙌).

Skills

Print • Digital • Motion
Concepting • Presenting
Project Management •
Creative Direction •
Team Leadership



Education

University of York

BSc Hons Maths and Finance

Wilson's School

A Level Business Studies: A,
Maths: B, Media Studies: A

GCSE 1 A*, 5 A's, 5 B's

Contact

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Paul Selby

Senior Creative



Portfolio

Experience

LiveScore Group

Senior Creative

(Jan '24 - May '25)

Stepping into a more conceptual role, my time was mostly spent working alongside the Creative Lead and Senior Copy Writer on large campaigns and brand development. This included developing initial concepts and style guides, presenting to senior stakeholders and directing and managing campaign delivery. Also overseeing the team's creative output and providing guidance to designers.

Senior Creative Manager

(Dec '21 - Dec '23)

Leading a team of designers and managing the flow of work into and out of the department, utilising tools such as Jira and Monday to delegate briefs and plan resources. Playing a key role in the development of campaign road maps, liaising with key stakeholders to meet deadlines and QA'ing deliverables to ensure high quality output.

Senior Designer

(Sep '19 - Dec '21)

Working primarily on digital marketing assets, for both ATL and BTL campaigns, producing native banners, email campaigns, rich media takeovers and motion graphics for social. I worked on artwork for event sponsorships and on content with brand ambassador Cristiano Ronaldo.

Gamesys - Mice and Dice

Senior Designer

(Jan '19 - Sep '19)

Creating bespoke marketing assets tailored to the individual brands, these mostly consisted of creating 3D assets from scratch to meet the needs of the promotions. Taking part in marketing meetings to ideate concepts for new campaigns and working with Devs to develop rich media executions and LP's.

Northern & Shell

Senior Designer

(Apr '16 - Nov '18)

Working for the in-house design agency, largely working with the advertising department to develop concepts for pitches to external clients. When successful, I would then be responsible for taking the job through to final production. I was also involved in branding projects, website redesigns, with a focus on UI/UX, and producing static and motion visuals for multiple events.

Middleweight Designer

(Apr '11 - Apr '16)

Primarily working on advertorials to go into national newspapers and magazines for a range of different clients in various industries. I also contributed artwork to pitches, worked on some editorial projects.

01

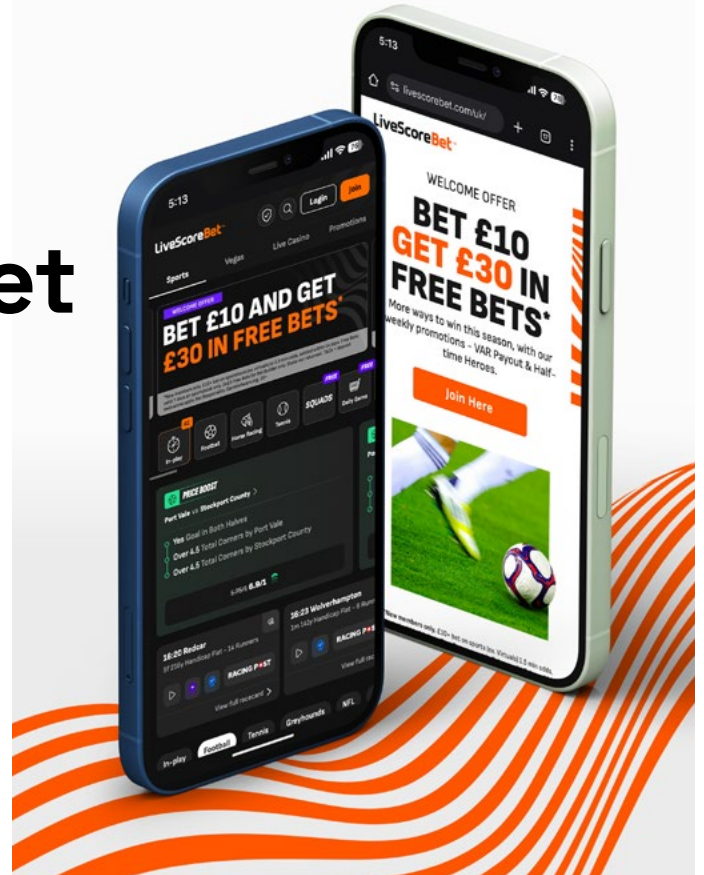
Visual Identity for LiveScore Bet

Off the back of a new brand playbook, LiveScore Bet was looking for a visual identity to kick start the 24/25 Football season. This was not intended to be a rebrand, but instead a refocus of the brand image to better line up with its core values and new “Total Betting” tagline.

The new identity needed to be bold enough to make an impact, yet flexible enough to carry across all of the brand’s touchpoints for the start of season campaign. All whilst not straying too far from the brand’s existing guidelines.

Given all the aspects of the brand pillars from the new playbook that needed to be considered, the amount of messaging required for the deliverables and the adherence to the exiting brand guidelines, this was quite a complicated brief to get right. Not to mention everything that need to be factored in when working with a betting brand, restricted imagery usage (nothing from Premier League or identifiable as a specific player), messaging regulations, masses of T&Cs etc.

LiveScoreBet™



Existing Guidelines

Logo

LiveScoreBet™
TOTAL BETTING

Colour Palette



Brand Assets



Fonts

NEUSA NEXT STD BOLD
FOR HEADLINES
REGULAR FOR SUB-HEADLINES

Imagery



The Total Betting experience is...

Seamless

Everything we do feels fluid and dynamic. Everything feels connected

Informative

We're smart, knowledgeable and informed. We revel in detail, data and insight

Innovative

We innovate, pioneer and aren't afraid to try new things: products, offers and content

Rewarding

Whether it's knowledge, value, or entertainment, an interaction with us makes you feel rewarded

Clean
Fluid
Dynamic

Insightful
Smart
Real Fan

Generous
Authentic
Credible

Live
Modern
Cutting Edge



Stacking multiple elements together - lots of content all displayed at the same time. Similar to data driven feel of the app.



Stats/Data style graph

Blocks to show lots of content at the same time

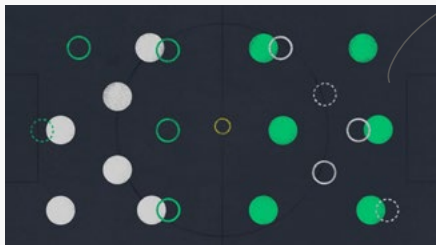


Blur effects to indicate movement - Fluid/Dynamic/Live



Push + Pull text to feel more dynamic

Like minimalist colour scheme with shades of grey + pops of colour



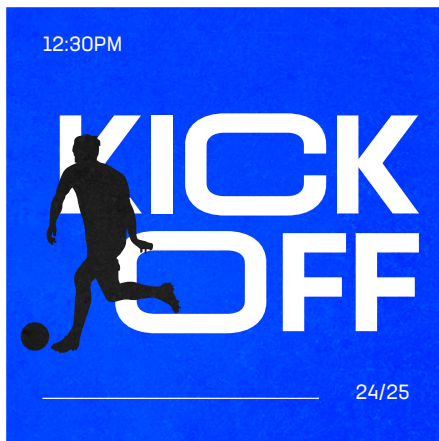
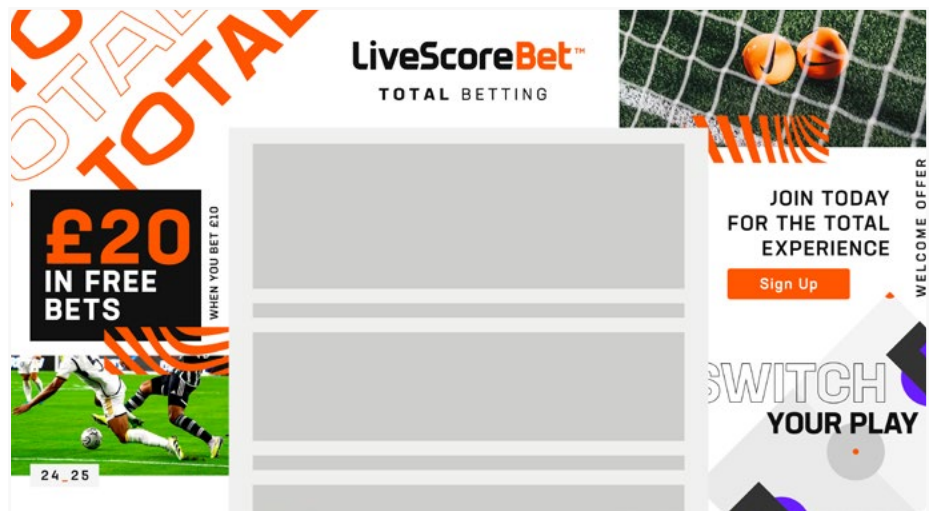
Simple/clean minimalist style graphics fans would be familiar with

Add in texture?



Offset

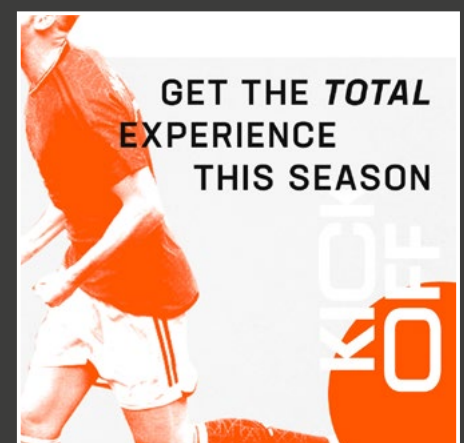
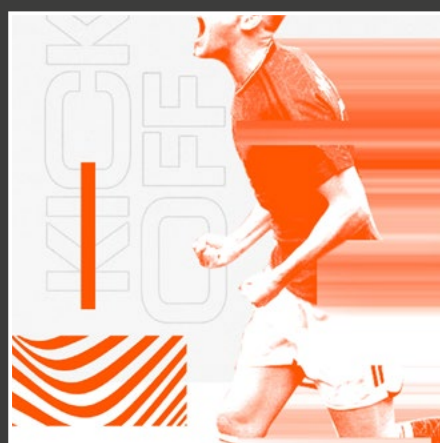
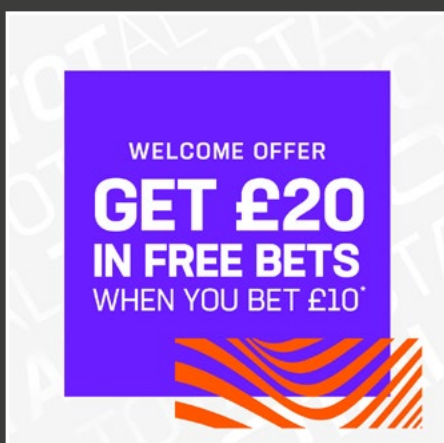
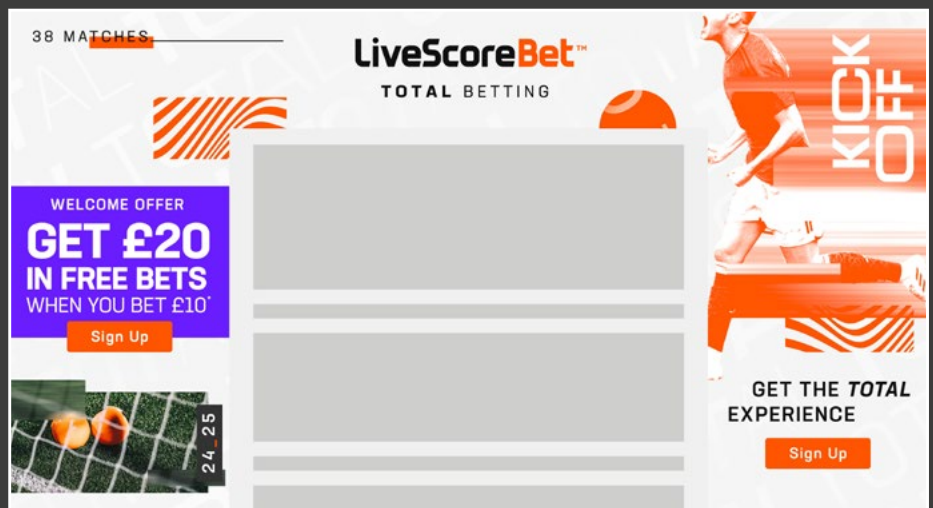
Bold minimalist graphics in shades of grey with pops of colour. Using the brand graphic element to overlay with imagery and messaging to give a more dynamic, modern and disruptive feel. Waviness and distortion added to some text elements to give an element of fluidity, mimicking the flow of the momentum shift brand lines asset. Extra details with info used to link to the data driven side of the app and it's users. Images with vibrant colours used to obviously sign post the football theme.



Blur

The main aim was to represent the speed and fluidity of the brand, using blurred and stretched elements of the imagery. This immediately gives the feeling of movement and has a disruptive feel.

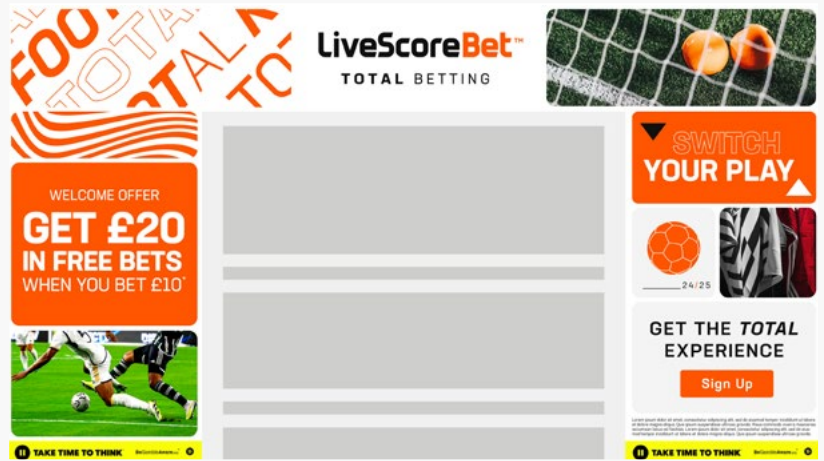
The imagery was a mix of simple stock images and duotone football players. This was a way to both bring in more of the key brand colour and disguise the player kits, making them more agnostic. It also allowed more use of purple which is a key part of the UX in the onboarding journey.



Modular Flow

A bento box style grid system, giving the ability to display lots of elements and copy all at the same time. This felt like a good way to be able to include all of the necessary elements along with supporting graphics, but in a clean structured format, to avoid it feeling overwhelming.

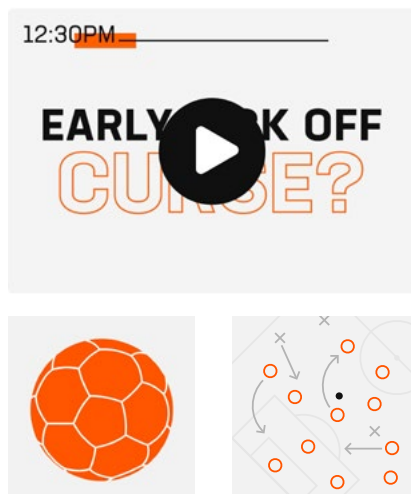
These also provided a very integrated way to represent the fluid brand value, with the modules growing and shrinking, pushing and pulling each other and allowing the content within them to animate more sharply, as is often used for sports themed projects, whilst still giving an overall feeling of fluidity.

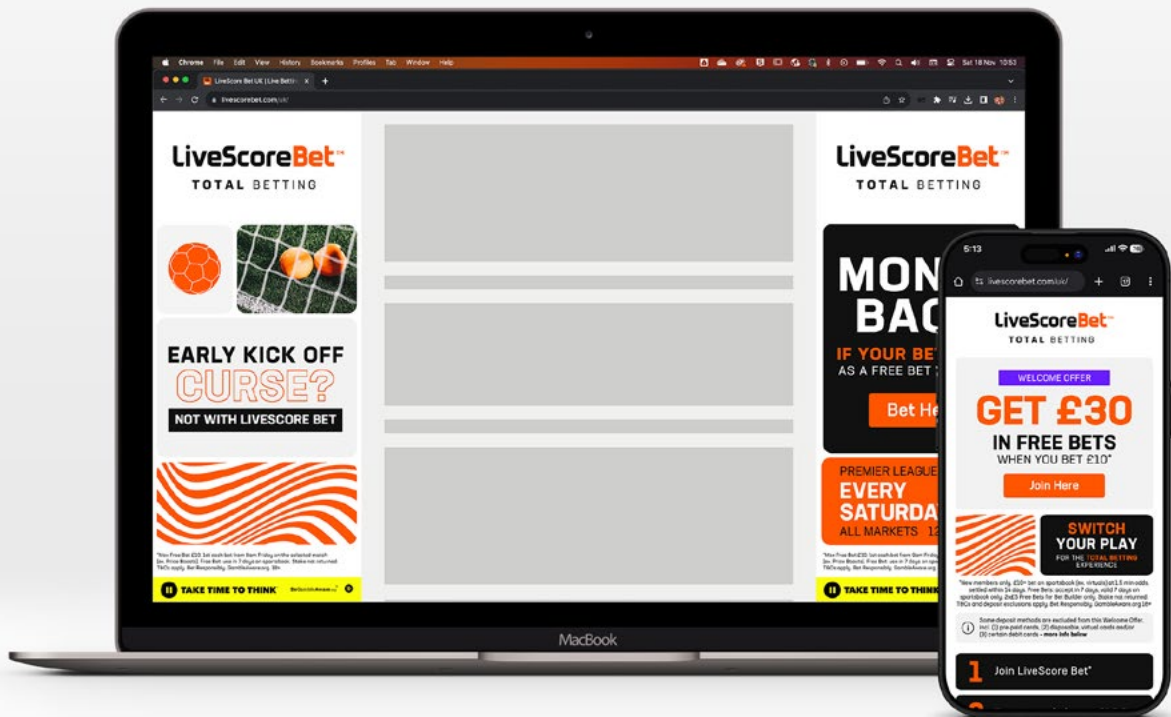


Refinement

Design simplified to improve clarity of messaging. Fewer elements used at the same time with key messaging elements given more prominence via size and contrasting or bright colours.

More graphics added to the toolkit for more flexibility. Imagery more focused on football elements, keeping them simple so as not to be distracting from messaging.



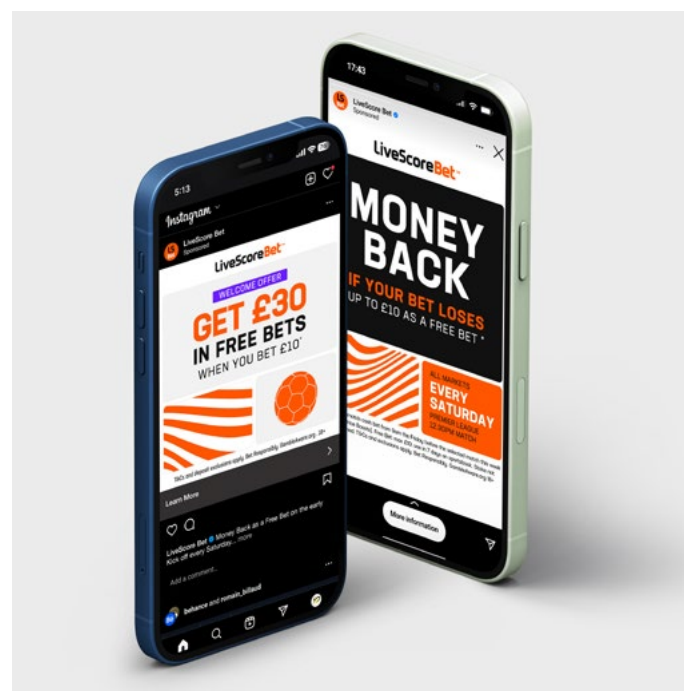


LiveScoreBet™

**EARLY KICK OFF
CURSE?**

NOT WITH LIVESCORE BET

1st pre-match cash bet from 9am the Friday before the selected match this week (ex. Price Boosts). Free Bet: max £10, use in 7 days on sportsbook. Stake not returned. T&Cs apply. Bet Responsibly. GambleAware.org. 18+



LiveScoreBet™

**LESS DOUBLE FAULT
MORE LET**

T&Cs Apply. Bet Responsibly. GambleAware.org. 18+

LiveScoreBet™

**MONEY
BACK**

**IF YOUR BET LOSES
UP TO £10 AS A FREE BET***

T&Cs Apply. Bet Responsibly. GambleAware.org. 18+

LiveScoreBet™

**ALL MARKETS
EVERY
DAY**

**ROLAND GARROS
12:30PM MATCH**

T&Cs Apply. Bet Responsibly. GambleAware.org. 18+

LiveScoreBet™

TOTAL BETTING

11 TAKE TIME TO THINK

BeGambleAware.org 18+

*1st pre-match cash bet from 9am the Friday before the selected match this week (ex. Price Boosts). Free Bet: max £10, use in 7 days on sportsbook. Stake not returned. T&Cs apply. Bet Responsibly. GambleAware.org. 18+

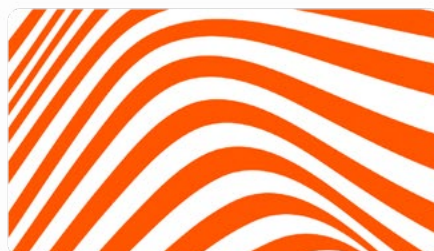
Modular flow Toolkit

Text modules



The text modules should be big bold and punchy. Using bright brand colours to dial up and down focus. Using Neusa Next STD in varying weights, text can be filled, outlined, boxed out and when applicable pulled and stretched to aid the feeling of seamless flow.

Graphic Modules



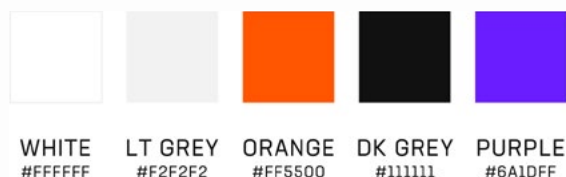
The graphic modules serve to reference the sport and call back to the brand. They also provide some visual variance, helping to break up the text elements.

Image Modules

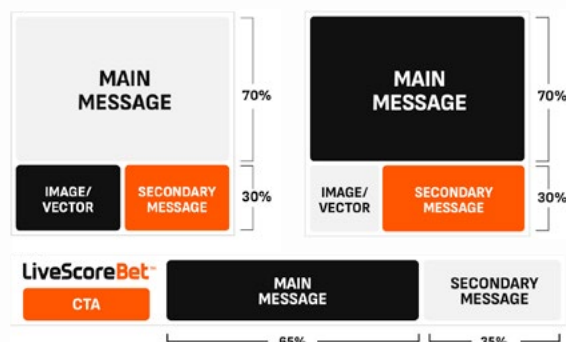


Image modules are a tertiary element, with text and graphics being the favoured choice. They can also be used to help reference the sport, break up text elements and inject some extra colour and passion into the creative. Images should be simple in their composition and where possible relevant to the offer.

Core Colours



Layout Examples



The modules use a 12 column grid, with the key content being the most prominent.

02

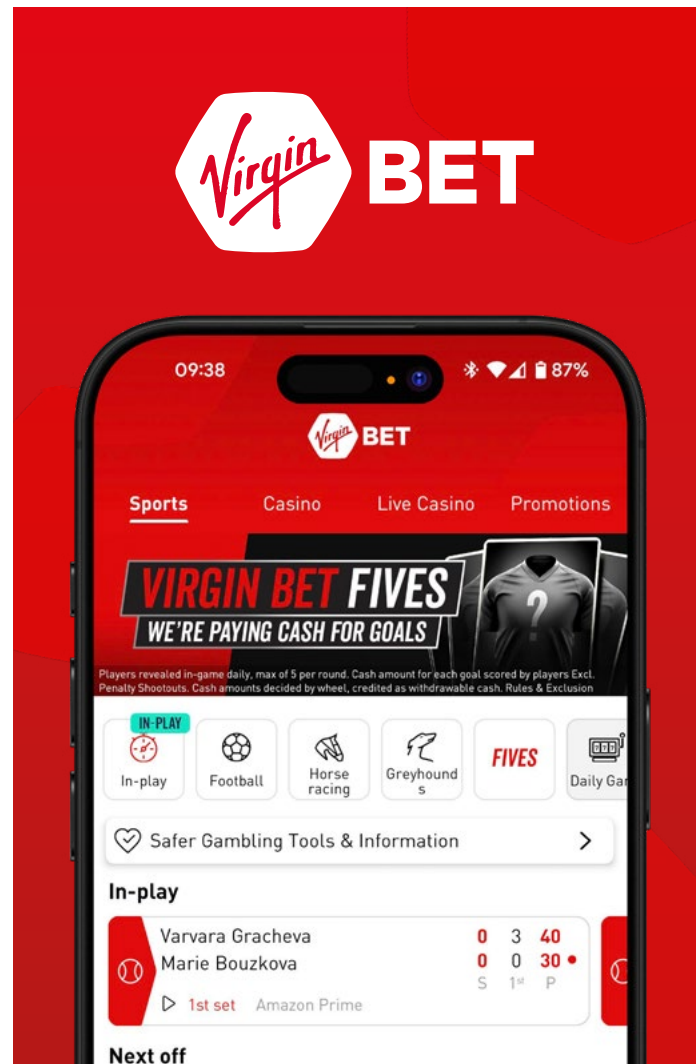
Rebrand of Virgin Bet Fives

Fives is a football based Free to Play game on Virgin Bet. You reveal five players daily throughout the week, spin a value wheel on the Friday and win cash if they score.

When the game originally launched, we didn't have much time to put together a proper concept for the marketing collateral, but as we were approaching a Virgin Bet rebrand, we wanted to rework the look and feel.

Obviously the new look needed to compliment the updated branding and existing in-app experience. This meant sticking to the new fonts, colour palette and if possible utilising the new hexagon brand shape. Beyond that, we needed to incorporate the word or the number 5 into the logo and try to have a link to football/the game mechanic.

We also needed to develop more supporting assets that we could use as hero elements in marketing materials. The existing game assets were a bit flat and not flexible enough to be able to use across various formats or for video.



Existing Assets

Logo



Fonts

VENEER CLEAN BOLD
DIN PRO BOLD FOR SUB-HEADS

Colour Palette



Imagery



Key Considerations

- Align with existing app and Virgin Master brand
- Link to the game - Football, card based game

- Needs to work across various marketing assets inc. video
- Use existing brand colours and hexagon icon

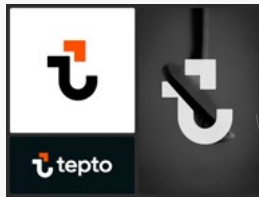
Shield/Crest
Pitch
Cards
3D Depth

Casino/Gaming
Clean/Clear
Light
Five/# 5

Logo



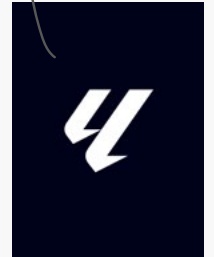
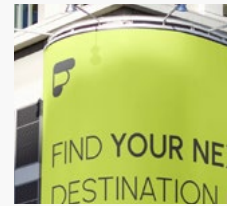
Stylised letter or wordmark



Possibly use negative space



Modern shield/crest style icons

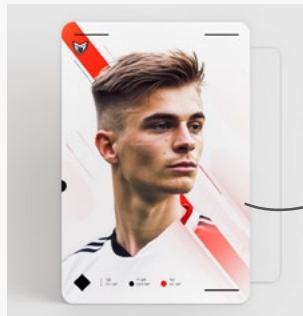


Card Asset

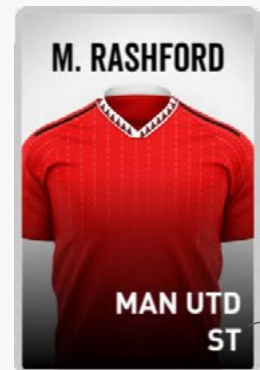
Blocks of colour at varying depths without need for shading



Really like the bold graphic simplicity of these, also have a nice depth ❤️



Clean light visuals with small graphic touches to add dynamic interest



Need to accommodate player info on card

Wheel Asset

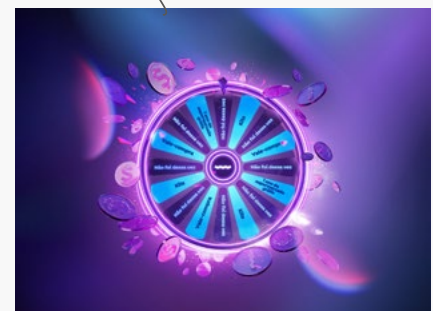


Current wheel is too busy. Design is a bit flat to use as key marketing visual

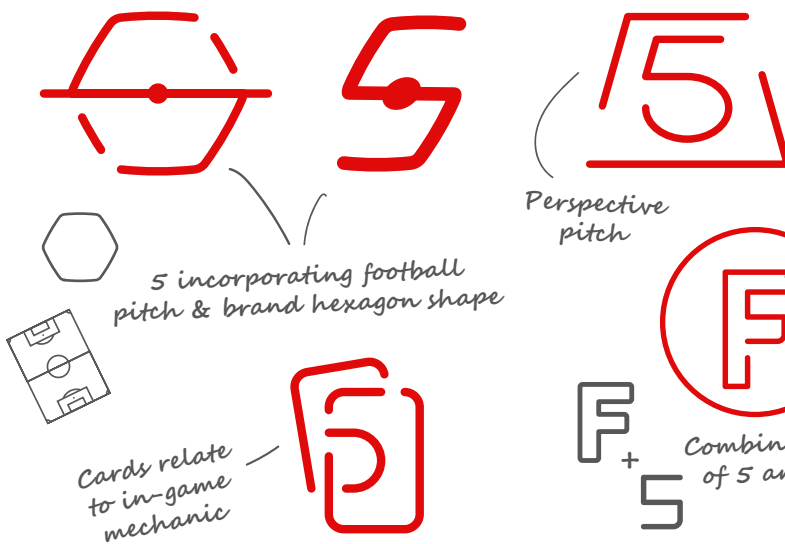
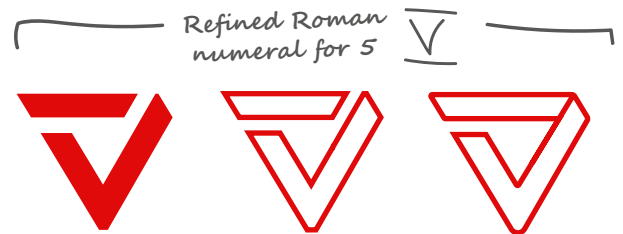
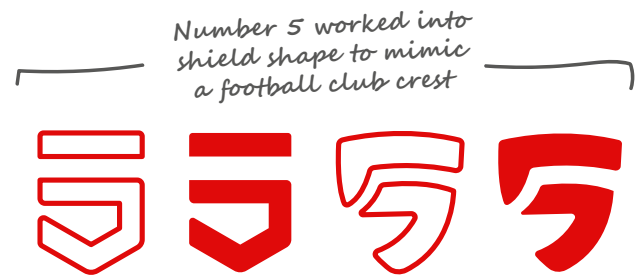
3D version would give more of a gamification feel



Possibly give it more of a casino feel, with some metal?



Logo Development



Wordmark options

FIVES

FIVES

FIVES

Supporting Assets

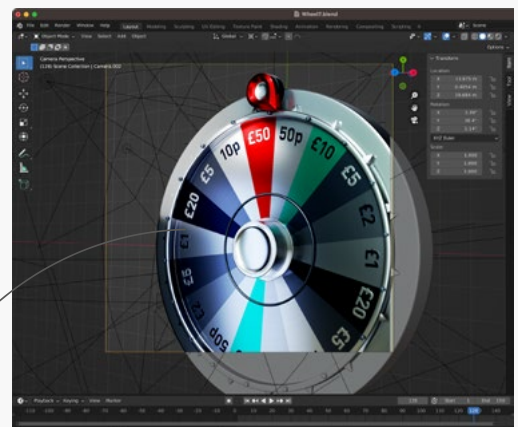


Transparent version - Looks nice, but possibly not practical for in-game usage.

Clean look using existing shirt graphics and incorporating necessary info

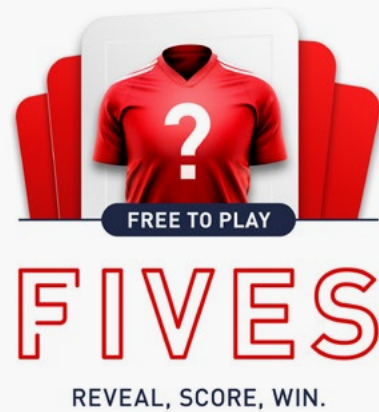
3D adds gamified look - more interesting and versatile angles.

Reduced segments makes it easier to read



LOGO LOCK-UPS

When combining the logo with a tag, sub-head or special editions



THE CARDS

The primary asset to use on all Virgin Bet FIVES creative where possible



DEFAULT

Use when not highlighting specific teams or tournaments



PRE-REVEAL

Use when explaining game mechanic for cards yet to be revealed



PLAYER CARD

For specific players. Include their name, position, team and number



CARD BACK

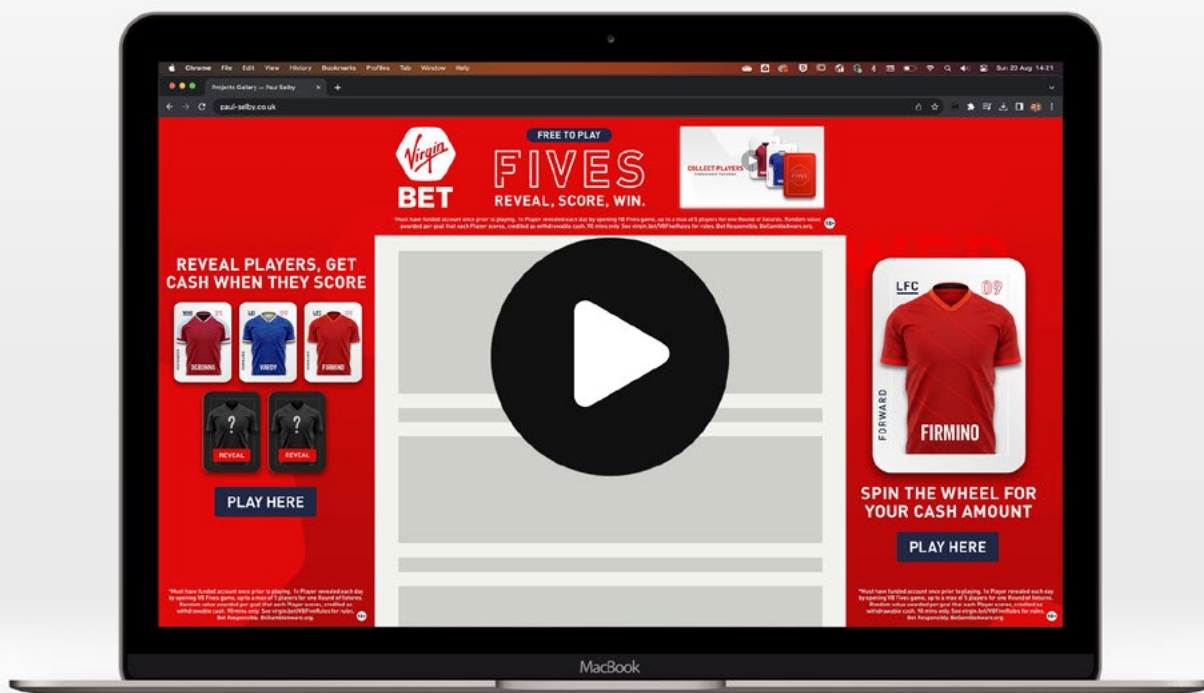
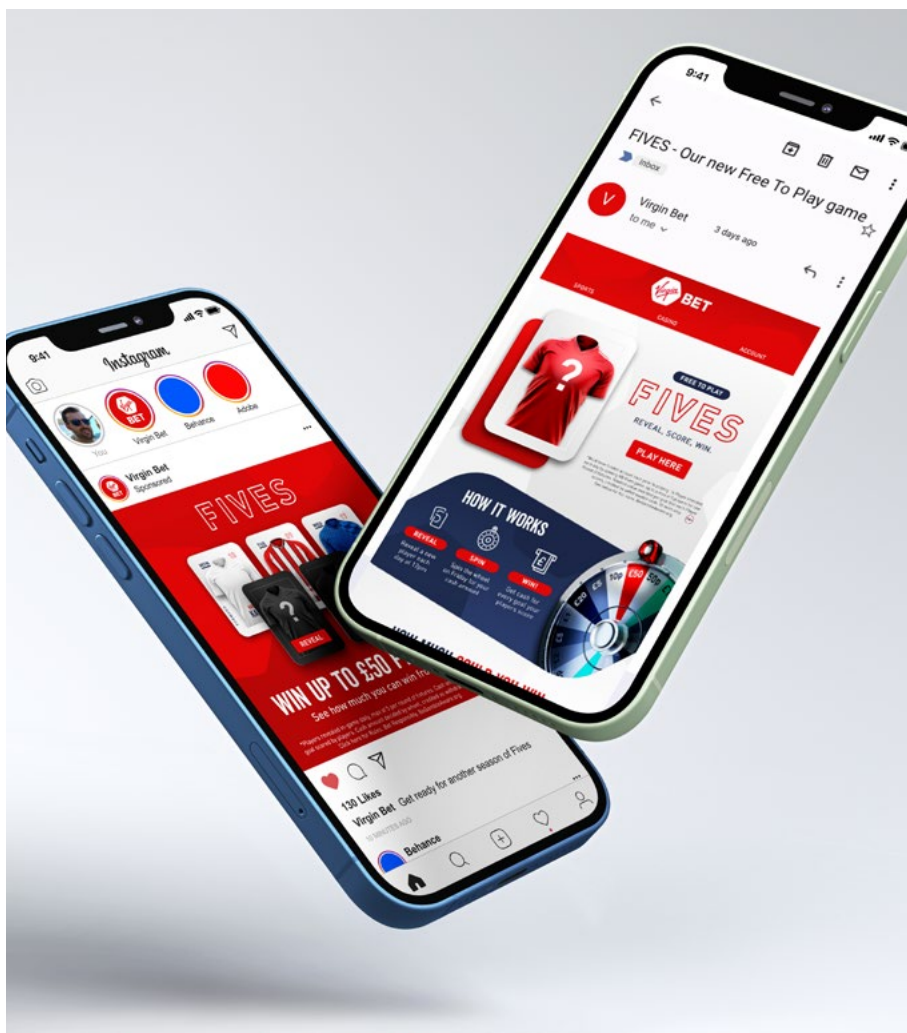
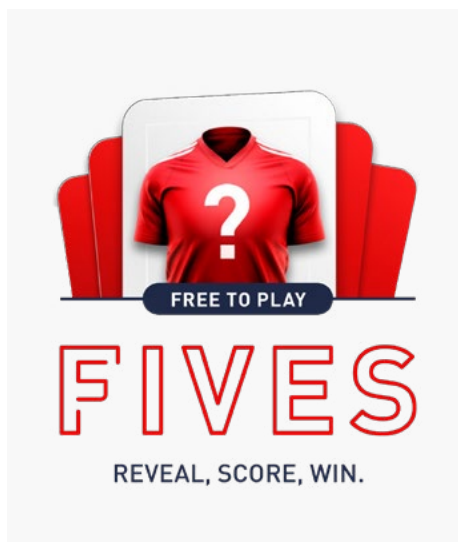
If artwork is too busy, this can also be used without the white graphics

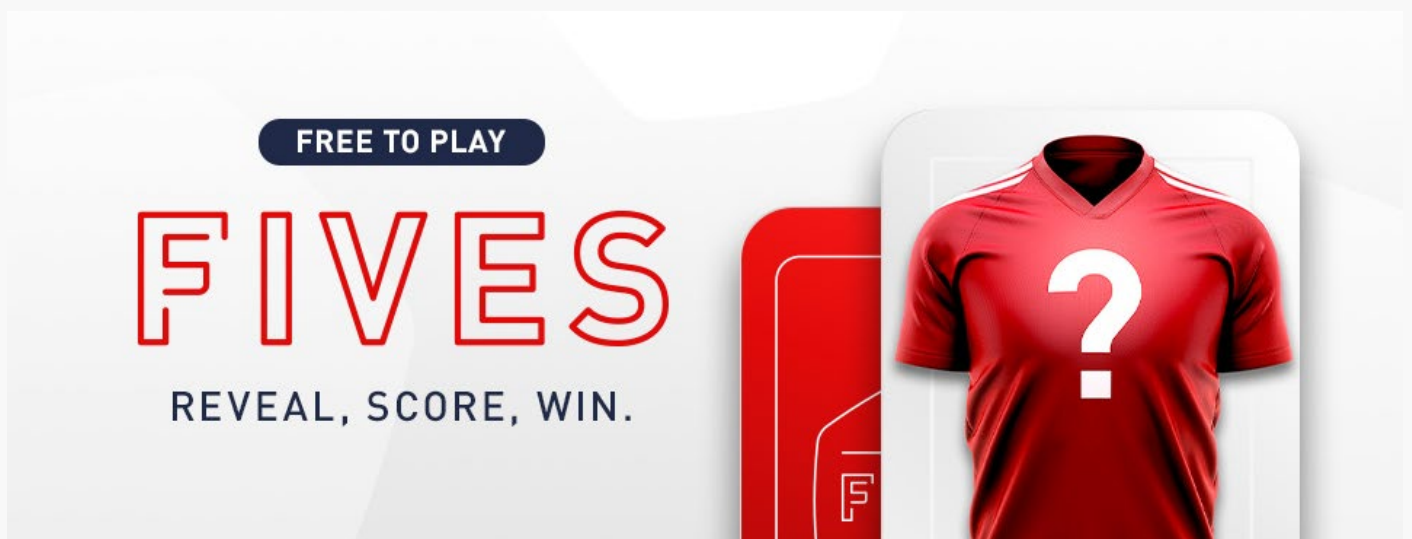
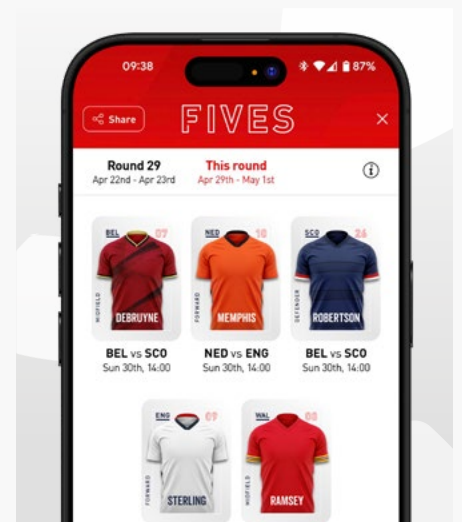
THE WHEEL

Secondary asset which can be used when explaining the game mechanic further



Final Artwork





03

Virgin Bet Daily Crackers

Christmas is a time for giving, which is why Virgin Bet decided to run 24 daily offers in the run up to the big day. This meant that we needed to develop a Christmas themed design system that could tie all the offers together.

After a bit of back and forth with the brand team and the lead copy writer, Daily Crackers was the theme we settled on. We had previously used badges or tags to sign post offers, but we wanted to do more to integrate our theme into the artwork. Given the theme, it made sense to lean into the Christmas Crackers aspect, but we needed to find a way to seamlessly incorporate them into the artwork without detracting from the offer or game artwork.

We would also need some supporting festive themed elements to work alongside the crackers, to give us more flexibility over the course of the 24 offers. We would need to stick to the existing brand elements, fortunately Virgin Bet's colour palette lends itself nicely to a festive theme



Key Considerations & Requirements

- Name of campaign: "Daily Crackers"

- Align with existing VB environment and brand

- 24 daily offers in run up to Christmas - highlight value

- Use badge or similar to make link between offers obvious

- Festive theme, lean heavily into the Crackers aspect

- Game artwork needs to be prominent for offer clarity

Supporting imagery options

- Presents
- Candy Canes
- Snow
- Baubles
- Christmas Tree
- Coins

Colour Palette



Fonts

VENEER CLEAN BOLD

DIN PRO BOLD FOR SUB-HEADLINES

Asset examples



CASINO OFFER

PRICE BOOST



Inspiration



Gift box opening fits the value aspect of the offers and feels dynamic



Candy cane is very Christmassy, but also fits in with brand colours



Wrapping paper is nice, but could get too busy with other elements



Could be difficult/time consuming to replicate for all games, but textures and colours are really nice



This 3D style feels in keeping with game style artwork

Initial Concepts



Has value element, but lacks Cracker theming



Clean and clear way to showcase game artwork, but also no cracker aspect



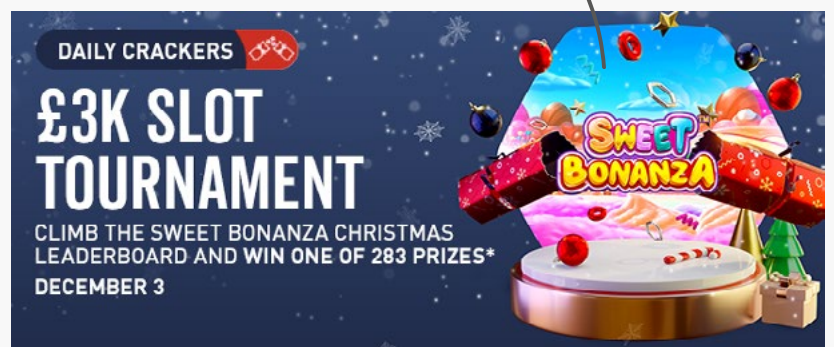
Not enough of focus on the game assets



Nice way to incorporate brand hex shape, but less obvious that it's a cracker



In situ there are too many elements making it feel cluttered

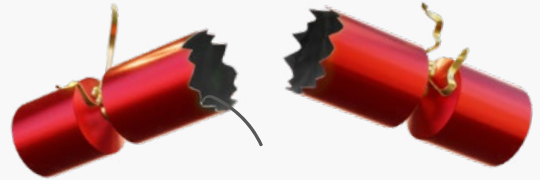


Concept Development



Background details will be lost on smaller sizes and no visual link to crackers

Better, but lack of definition for the crackers on smaller sizes and feels a bit flat



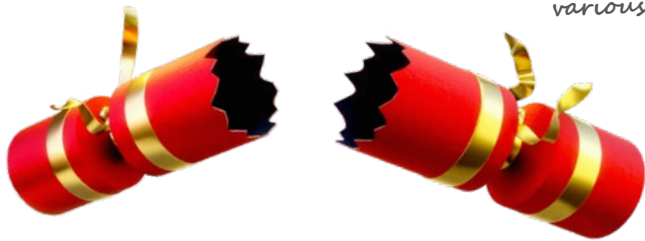
Now a bit plain - adding more gold detailing could help these stand out more

DAILY CRACKERS



Icon style feels like a bit of a disconnect to the 3D versions of the crackers

Final Assets



Updated with extra gold details and rendered out in various angles for flexibility



North Pole sign for multi-game artwork



Icy version of our usual slot reel that is used for certain promos to tie into the campaign



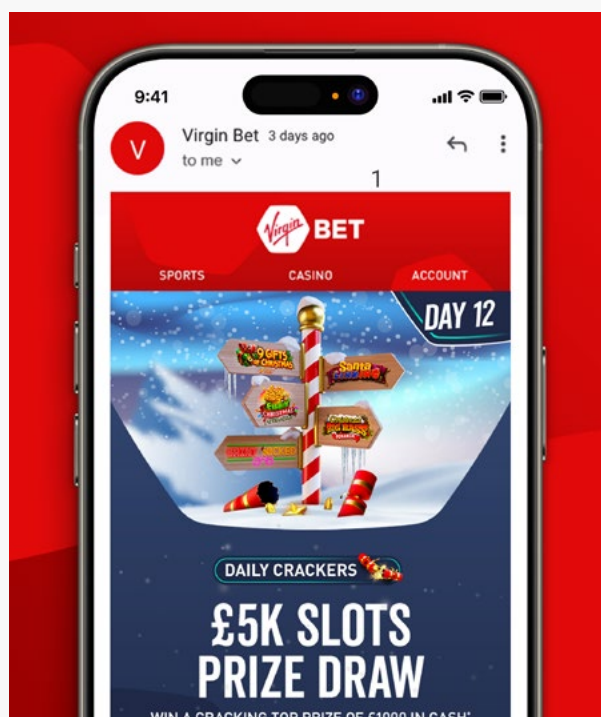
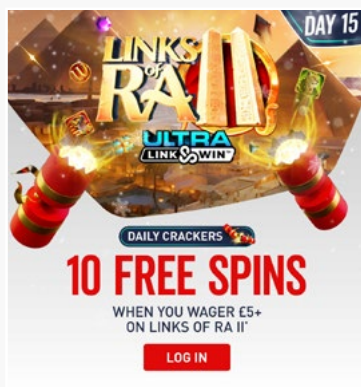
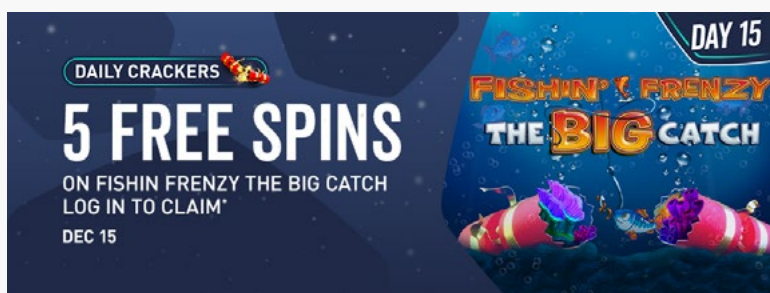
DAILY CRACKERS



3D crackers + coins added and a teal outline to help stand out on dark BG's



Final Artwork



04

LiveScore Bet Cheltenham 25

Cheltenham is always one of the biggest events of the year in the sports betting world. Planning usually begins months in advance and this year was no different. However, given the positive feedback of the modular flow design system from the start of season campaign, the decision was made to use the same format and adapting it for horse racing.

I put together a new toolkit, swapping out football for horse racing imagery and graphics. Deciding once again to use bold and punchy graphic silk patterns as a key link to the festival, with other graphic elements and imagery to complement them.

Everything was running smoothly and we were uncharacteristically ahead of schedule, but as the off drew closer, there was a concern that it lacked a bit of emotion.

I was asked to take another run at this, keeping the fundamental building blocks of the design system, but finding a way to inject more emotion and generate more impact from the visuals.



Campaign Assets

Cheltenham Ident

CHELTENHAM

Fonts

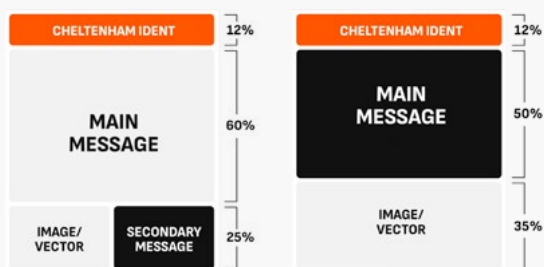
SOFIA SANS BLACK

SOFIA SANS BOLD FOR SUB-HEADLINES

Graphic Elements



Design System



Imagery



Campaign Guidelines

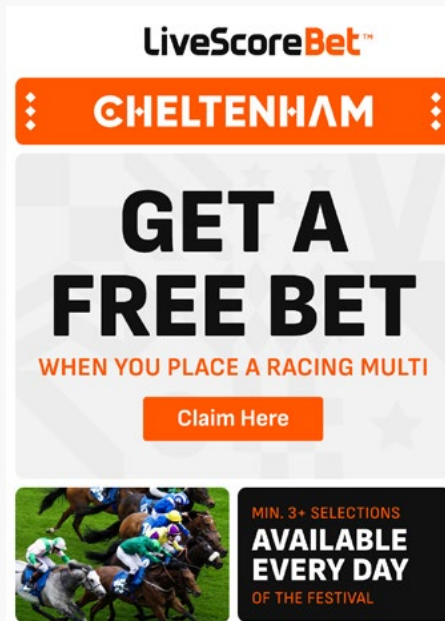
PRIMARY

SECONDARY

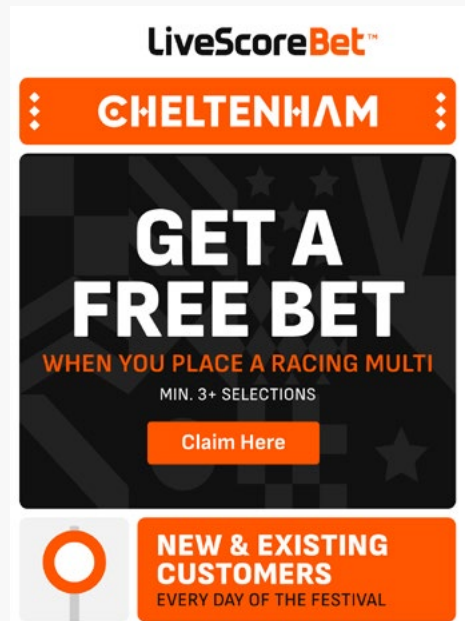
TERTIARY



FULL WIDTH
Large Image - No Secondary
Message Block

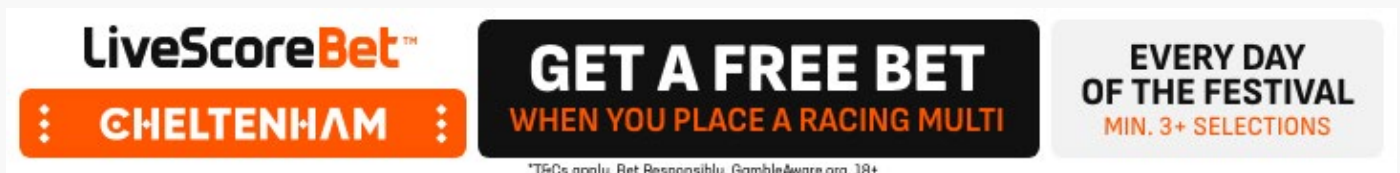


50/50 SPLIT
Image and Secondary
Message Block

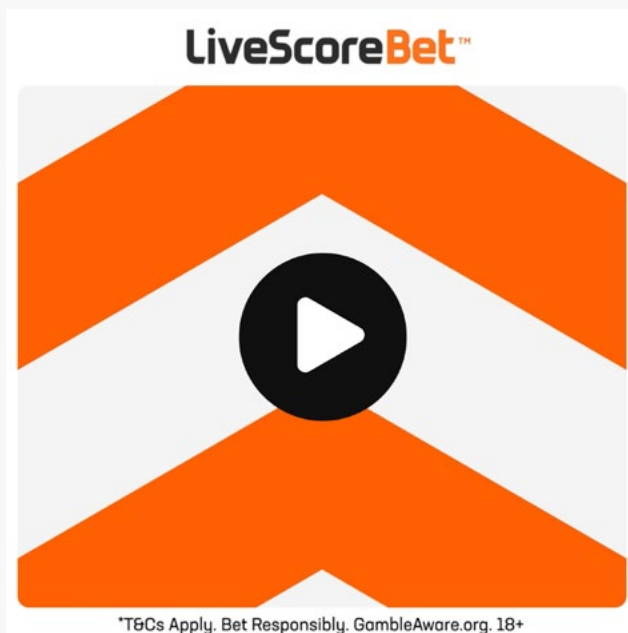


25/75 SPLIT
Vector and Secondary
Message Block

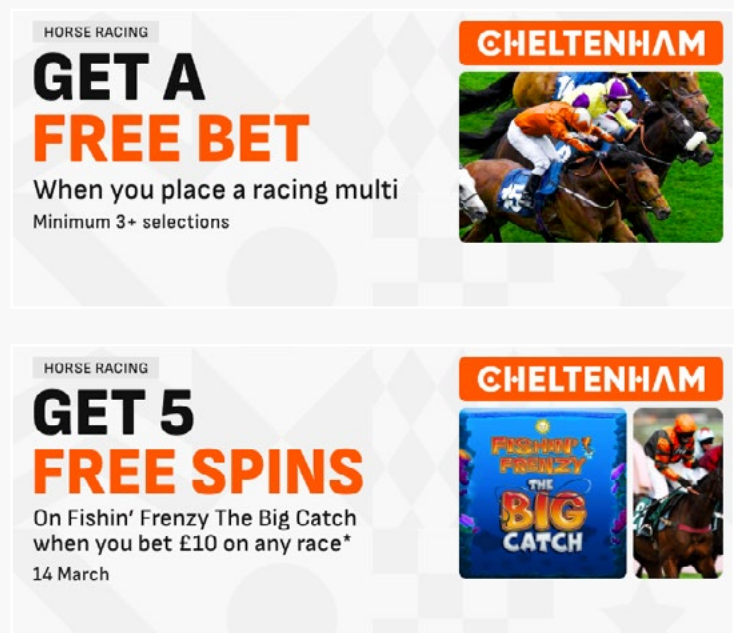
Further Examples



HTML 5 - Leaderboard



Acquisition Social Video



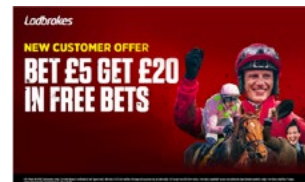
CRM Banners

Concept Review

Needs to be more exciting and emotive

As the off drew closer, we had everything in place and were ready for production. However there was a concern that, despite everything looking good, it lacked emotion.

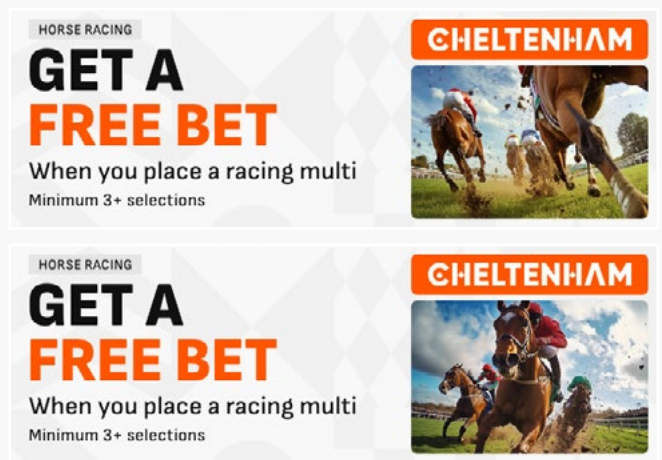
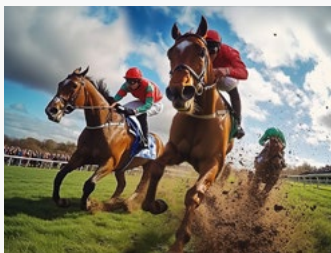
We decided the best way to achieve this was to bring more excitement to the imagery. This had been a concern of mine from the start, so I had a few ideas already in mind to get working with.



Further Development

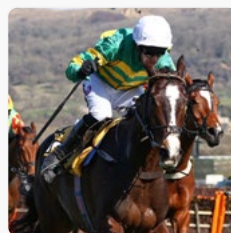
Option 1

I tried using generative AI to create POV type shots, which normally wouldn't be possible to achieve, and drops the viewer right into the action.

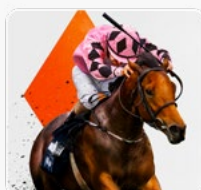
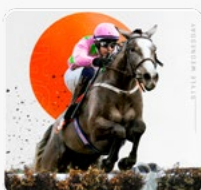


Option 2

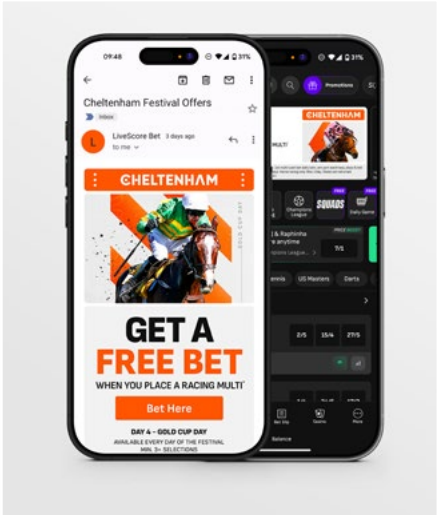
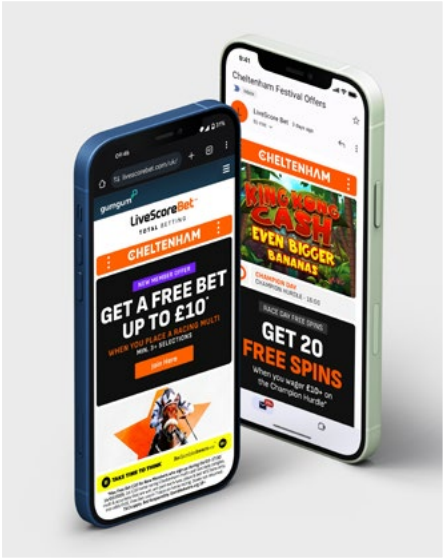
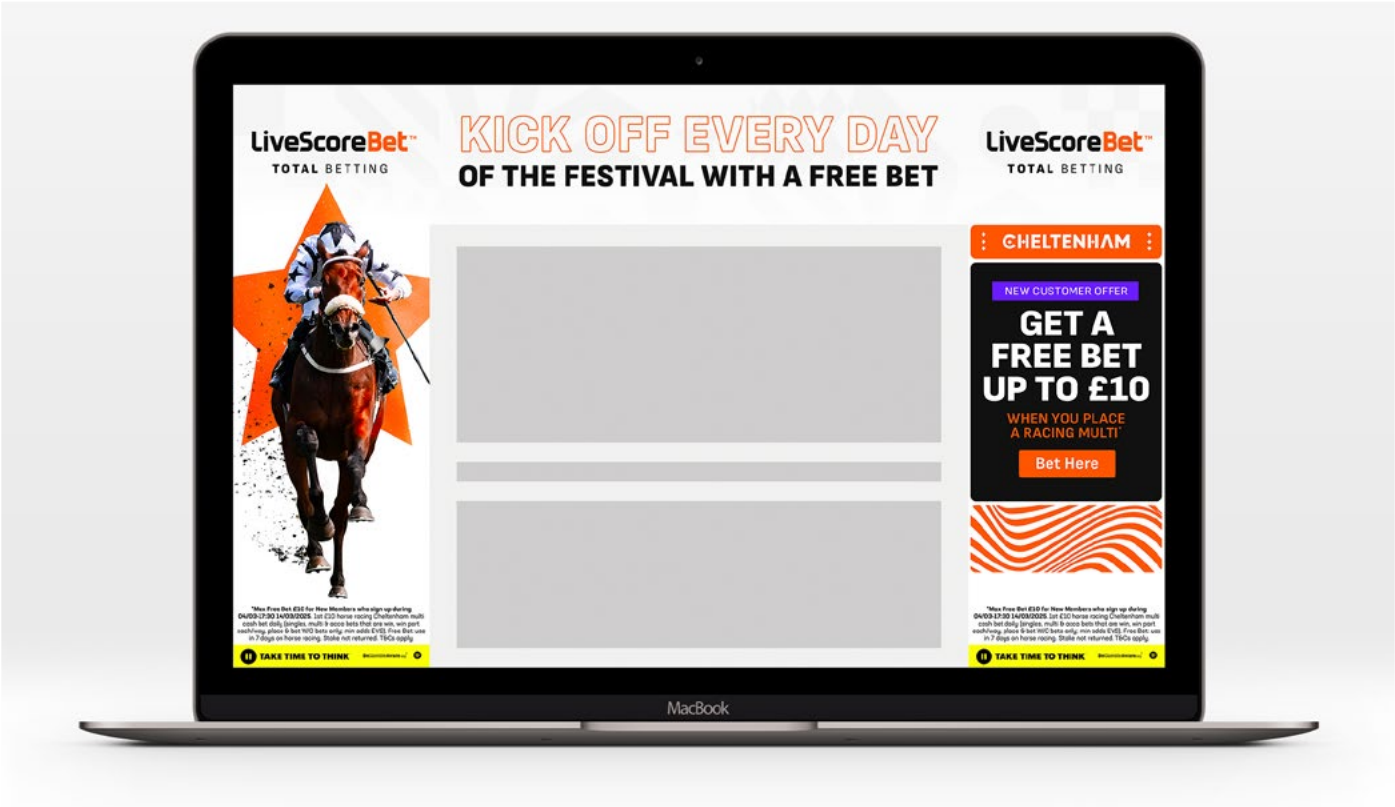
Use existing imagery, but make them more emotive. I isolated the horses, added particles and mud splatter, and set it all to the backdrop of bright orange silk patterns matching the ones worn by the jockeys in the image.



+



Final Artwork





05

N&S Audience Platform

After the departure of the long time Managing Director, a new Commercial Director came on board to replace him. He had the tough task of transitioning a fairly dated brand into a market leading one.

To achieve this, he wanted to launch a new platform that highlighted our actual audiences, instead of focusing on the brands that serve them. To help with conveying this change in strategy and to reposition ourselves within the market, it was decided that a rebrand was needed.

The new identity needed to be clean, corporate and modern with a nod to the fact it was a media company. We didn't want to completely distance ourselves from our heritage, but it needed to have a younger and fresher feel. This meant we could explore bolder colours with a more playful personality.

As part of the identity, we also needed a way to represent our audience and how the new platform could work to maximise our clients return on investment.

Key Considerations & Requirements

Existing Logo



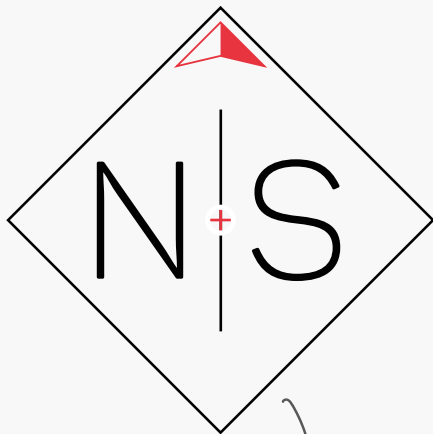
Brands



Requirements

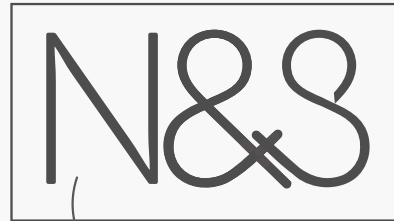
- Need a new logo for the commercial side of the business and it's new advertising platform
- Need assets to support the new audience platform that help highlight what it is
- Corporate and modern, with a brighter colour palette and simplified graphics
- Clearly link back to the existing brand name, either "Northern & Shell" or "N&S" or potentially "N&S+"
- Possibly highlight the British heritage and ownership of the brand
- Presentation or an explainer video to educate clients on the new platform and how it works
- Needs to work across all corporate materials, email signatures, presentations, business cards etc.

Initial Logo Designs



Compass theme to indicate North, but potentially too much going on

NORTHERN
& SHELL



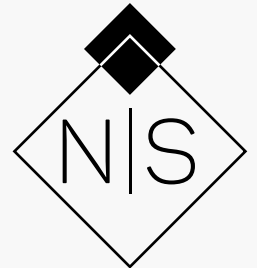
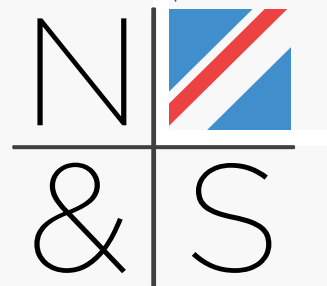
Upper-case N feels unbalanced with other characters

Too abstract
Not corporate enough



Union Flag element, to emphasise British Heritage of brand

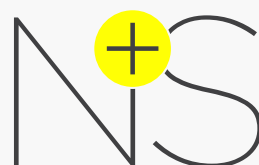
NORTHERN
& SHELL



Logo Refinement



NORTHERN
& SHELL
| AUDIENCES AT SCALE |

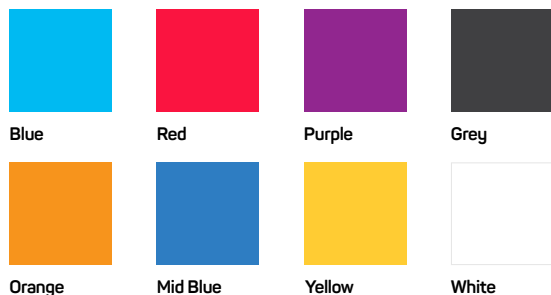


Audience Platform Toolkit

Panton is our font of choice

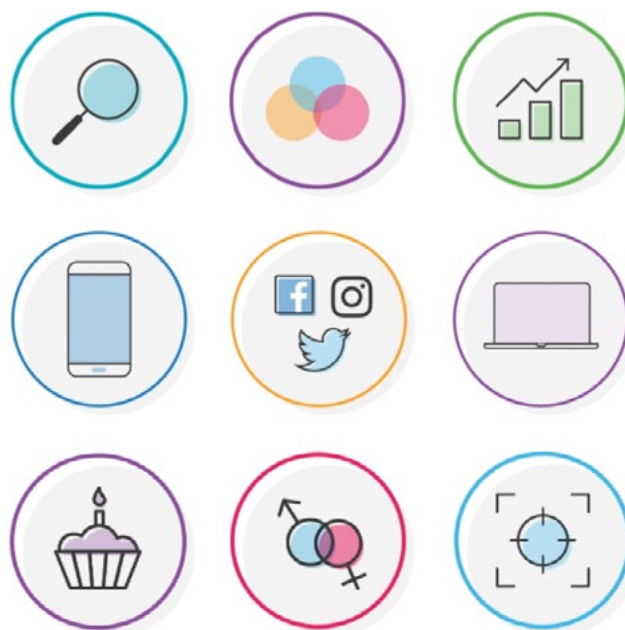
It can be used in various weights and sizes

Right the way down to body copy or any other important small print.



Custom Icon Set

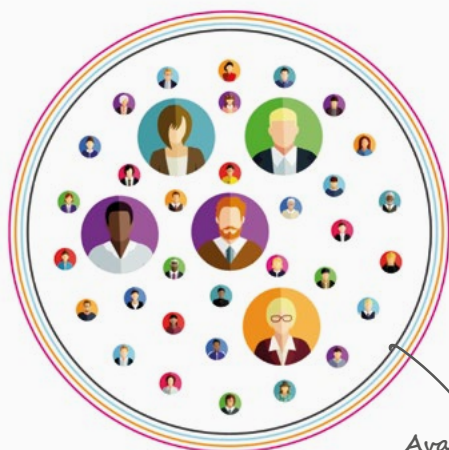
With both static and animated versions.



Personalised Avatars



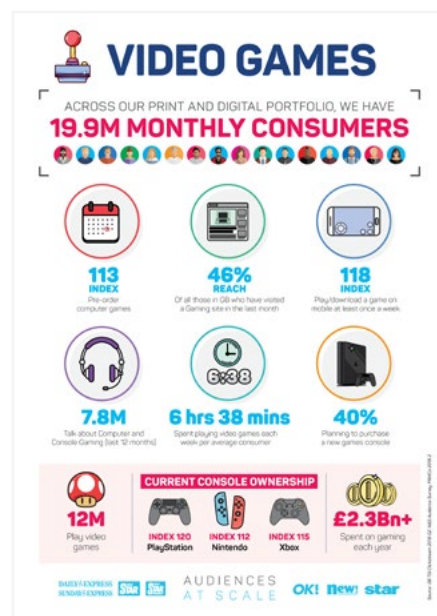
Example uses



You can enrich this data as well as connecting up to 2nd or 3rd party data to increase your level of targeting

- 1st Party enriched
- 2nd Party Client Data
- 3rd Party e.g. Experian

Avatars can also be used to depict different audience demographics



Final Designs

