



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.