

# CLAYTON GRAY

## CREATIVE / DESIGN DIRECTOR

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### PERSONAL PROFILE:

I'm the Head of Design at Ogilvy in London. I'm an experienced visual, product and brand design practitioner, leading a talented team of fifteen designers and innovators, crafting award winning campaigns, experiences and products for some of the world's biggest brands.

I have over thirteen years of experience working at some great agencies across multiple design and creative disciplines, from large scale digital products for automotive manufacturers, to redesigning a global airline brand. I've created integrated campaigns, membership experiences, apps, animations and illustrations, all in collaboration with the most talented creatives, designers, innovators, developers and UX Designers in the industry.

I'm pro-active, ambitious and committed with the aim to create meaningful products, compelling campaigns and stunning visual design.

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### SKILLS:

**Creative & Design Direction**  
**Visual Design**  
**Web & Product Design**  
**Experience Design**  
**Prototyping**  
**Branding & Identity**  
**Illustration**  
**Print Design**  
**Animation & Motion Graphics**

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### CLIENTS:

Automotive (Land Rover, Ford)  
Banking (Amex, Co-op)  
FMCG (Hellmann's, Lipton)  
Fashion (Adidas)  
Tech (IBM, Vodafone, BlackBerry, Microsoft, Samsung)  
Airline/Travel (British Airways)  
Gov (Public Health England)  
Consulting (EY)

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### WORK EXPERIENCE:

#### **HEAD OF DESIGN** - Ogilvy

Jan 2017 › Present (1 year 1 month)

##### Responsibilities:

- Lead the Design Department, responsible for all of Ogilvy's design outputs
  - Craft and direct award winning campaigns, experiences and products
  - Team planning, growth strategy and talent recruitment
  - Personal development, reviews and objective setting
  - Project scoping, resource strategy and oversight
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#### **ASSOCIATE DESIGN DIRECTOR** - Ogilvy

Aug 2012 › December 2016 (4 years 4 months)

Digital Design, Product Design, Motion Graphics, Print Design, Branding & Advertising

**SENIOR DESIGNER (FREELANCE) - Critical Mass, Wunderman, Ogilvy**

Feb 2011 › Aug 2012 (1 year 7 months)

Digital Design, Motion Graphics, Print Design, Branding & Advertising

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**SENIOR DESIGNER - Proteus Virtual**

Nov 2007 › Feb 2011 (3 years 4 months)

Digital Design, Motion Graphics, Branding & Advertising, Creative Retouching, Print

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**DESIGNER - Pod**

Dec 2006 › 2015 (9 years – Retainer)

Design, Packaging, Branding & Advertising, Photography

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**CREATIVE RETOUCHER - Life Studios**

May 2006 › Oct 2006 (6 months)

Creative Retouching

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**DESIGNER (FREELANCE) - Various**

Dec 2004 › Oct 2006 (1 year 11 months)

Graphic Design, Print, Branding & Advertising, Photography & Creative Retouching

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**ACCOLADES:**

**AWARDS JUDGE**

The Drum Roses Awards 2018

Creative Circle 2018

The Drum Scottish Design Awards 2017

Creative Circle 2017

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**AWARDS**

2017 IBM #WhatMakesGreat

DMA, Gold, Best digital experience

DMA, Silver, Technology

Campaign Magazine, No 01, Best digital innovation

2015 LandRover.com

The Webby Awards, Nominee, Best Visual Design

The Lovie Awards, Gold, Best User Experience

The Lovie Awards, Silver, Best Practices

2012 British Airways 'We are Exec Club'

The Webby Awards, Gold, Banners

Travel Marketing, Gold, Campaign of the Year

Travel Marketing, Gold, Direct Marketing

DMA Echoes, Silver, Travel

DMA, Silver, Loyalty Programme

DMA, Bronze, Design & Art Direction

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**EDUCATION:**

**HND IN GRAPHIC DESIGN - Durban University of Technology (2003)**

**MATRIC EXEMPTION - Westville Boys' High School (1999)**