

# Rich Bates.

Freelance Designer With Project Management And Agency Experience

+44 7432 141 606 • hello@thinksouthpaw.com • @thinksouthpaw

Location: Hull, England • www.thinksouthpaw.com

13+

Years of Experience

400+

Completed Projects

120+

Unique Clients

**I started my career as a designer and visual storyteller in professional wrestling.**

Storytelling is one of the oldest art forms that we have developed to communicate, connect, and consolidate information and so it was here that I gained a passion for creating designs that tell stories in a visually and conceptually interesting way.

**Over a 13 year career** I've been able to make my mark in a variety of industries including **tabletop gaming, freelance co-working, and remote education.**

## Areas of Expertise.

Professional Skills.

**Animation • Brand Design • Brand Consultation • Client Management  
Event Coordination • Project Management • Promotional Design • Scriptwriting  
Storyboarding • Team Management • UI and UX Design • Web Design**

Technical Skills.

**Adobe After Effects • Adobe Illustrator • Adobe InDesign • Adobe Photoshop  
Adobe Premier Pro • Adobe XD • AI Generation Tools • Blender • Discord  
Figma • Meistertask • Milanote • Miro**

## Professional Experience.

### Animator, Brand Manager (Tabletop Roleplaying, various)

*Animation, Brand Design, Event Coordination, Promotional Design*

- Personally selected by World of Darkness - publishers of one of the largest TTRPGs in the world - to create content for their live streamed show.
- Crafted engaging trailers and intro videos for independent shows using popular TTRPG systems including Vampire: the Masquerade, Call of Cthulhu, and Star Trek Adventures, among others.
- Tripled typical viewer counts for debut shows through strategic release of trailers and marketing content.

### Lead Designer, Animator, Project Manager (Good2Learn Ltd.)

*Animation, Asset Design, Brand Consultation, Client Management, Project Management, Scriptwriting, Storyboarding*

- Developed a production pipeline to synchronise efforts among a team of designers, videographers, and educators, efficiently producing educational content within tight schedules.
- Created over 1400 minutes of dynamic educational content across over 100 lessons.
- Provided brand consultation, emphasising accessibility and adherence to SEND guidance standards.
- Adapted content production processes to comply with COVID guidance, ensuring consistent output amid remote work environments.

### Freelance Designer, Brand Consultant, Animator (Agency Work, various)

*Animation, Brand Development, Client Management, Project Management, UI and UX Design, Web Design*

- Earned trust from several agencies for delivering high-quality design work for clients including American Express, CHCP, Ideal Heating, Puma Bitumen, and Siemens.
- Conceptualised initial designs for a home smart heating app, securing a seven-year ongoing contract for the client.
- Crafted a roll call app facilitating real-time updates and access to shift information, enhancing operational efficiency.
- Amidst the COVID-19 pandemic, assisted a company with a successful project repurposing initiative, rebranding and redesigning their flagship product to meet the unique needs of the NHS during this time.

2021 - 2024

2017 - 2021

2016 - 2020



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## Professional Experience (continued).

2014 - 2016

### **Creative Director (Studio Kiwi)**

*Ad Design, Branding, Client Management, Graphic Design, Team Management, Project Management, Web Design*

- Oversaw a team of nine designers, developers, and administrative personnel, delivering cutting-edge digital marketing solutions.
- Facilitated team meetings utilising both Waterfall and Agile methodologies, ensuring seamless coordination across multiple projects.
- Received a prestigious nomination for the 2015 Digital Awards, highlighting exceptional contributions to a successful Kickstarter campaign. Notably, was the only small business nominated for this category, against one of the biggest design agencies in the area.
- Empowered numerous startups in their foundational stages, providing invaluable support in navigating their early stages and fostering their entrepreneurial growth.

2011 - 2020

### **Artworker, Performer, Agent (British Wrestling, various)**

*Branding, Marketing, Promotional Design, Training Assistant, Workshop Production*

- Worked with multiple companies across the UK, Switzerland, and USA to produce promotional artwork, refine brand identities, and improve in-venue aesthetics.
- Played a pivotal role in driving a tenfold increase in consistent ticket sales for a company, during my time as their lead designer.
- Set a new standard for promotional design within the British Wrestling landscape, elevating the presentation of shows to a higher level of quality and professionalism.

## Personal Development.

### **Counselling.**

I am currently pursuing a UKCP Counselling accreditation. This is to further develop my interpersonal skills within the workplace and in dealing with clients; I like to approach my work in an integrative, person centred way and pulling the skills I pick up in the course back into my design work helps me to build a stronger skillset.

### **Languages.**

I enjoy exploring new languages. Aside from attempting to build my own language to learn more about the structure and development of real world languages, I am learning Japanese, Dutch, and Klingon. I also speak a little German and would like to pursue that further.

### **Table Top Role Play Games.**

I am a passionate storyteller, frequently creating my own narratives and adapting existing plots for a fortnightly session. The constant development of my improvisation skills helps me to sharpen my skills as a designer where I am often required to work quickly and think on my feet.

### **Wrestling.**

Although I no longer perform, I keep up to date with the local and international wrestling scene, and occasionally still consult with my former colleagues on movement, brand, and character design.