

# Patrick Anthony Leverton Senior Motion Designer & Art Director

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## PROFESSIONAL SUMMARY

Creative and technically accomplished Senior Motion Designer and Art Director with 6+ years of specialist motion graphics experience and 20+ years in design.

A well-rounded creative with strong expertise spanning motion design, art direction, photography and digital production. Known for a sharp instinct for tempo and timing, with a philosophy of keeping work simple, purposeful and visually exciting.

Passionate about staying ahead of industry trends and consistently pushing creative boundaries by embracing and implementing emerging technologies — particularly in the rapidly evolving space of AI-assisted creative production. A self-driven, curious designer who is always learning and always delivering

## WORK EXPERIENCE

### 01\_Senior Motion Designer

*Oliver Agency | 2022 – Present*

Embedded Senior Motion Designer working exclusively on the Boots account, producing motion content across a wide portfolio of sub-brands and retail environments for digital, social and in-store channels.

#### Key Brands & Accounts

No7 | Boots | Boots Beauty Stores | Boots Fragrance Stores | Boots Opticians | Boots Pharmacy | Barclays | E.ON | Pernod Ricard

#### Key Responsibilities

- \_Concepting and delivering motion graphics, animation and video content across multiple campaigns simultaneously
- \_Maintaining and evolving brand motion languages across a diverse portfolio of sub-brands
- \_Art directing shoots and visual content to ensure consistency across all touchpoints
- \_Collaborating closely with creative directors, strategists and client teams to meet briefs on time and on brand
- \_Integrating cutting-edge AI tools into production workflows to enhance creative output and efficiency
- \_Setting the motion design standard and contributing to wider creative direction

#### Notable Achievement

Delivered 90+ motion assets for the high-profile launch of the Battersea Boots Beauty Store — a flagship Christmas campaign requiring exceptional output, precision and quality across a tight deadline.

### 02\_Senior Designer

*True Story | Nottingham | 2006 – 2022*

Senior Designer at a Nottingham creative agency for 16 years, leading design across branding, advertising campaigns, digital and print for major UK retail and commercial clients.

#### Key Clients

Boots | Argos | Wilko | DFS

#### Key Responsibilities

- \_Leading projects from initial brief through concept development to final delivery
- \_Developing brand identities, campaign visuals and marketing collateral
- \_Art directing photography and visual campaigns
- \_Building and maintaining long-term client relationships
- \_Mentoring junior designers and supporting creative team development
- \_Delivering consistent, high-quality work across tight deadlines

## SKILLS

### Motion, Video & Audio

*Adobe After Effects  
Adobe Premiere Pro  
Blender  
Adobe Audition  
Logic Pro X*

### Design & Art Direction

*Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe Lightroom  
Adobe Acrobat*

### Photography

*Commercial Food Photography  
Product & Jewellery Photography  
Lifestyle & Sports Photography  
Photo Retouching & Post-Production  
Art Direction for Photo Shoots*

### Digital & Web

*Website Design & Build  
Promotional Video Production*

### Productivity

*Microsoft Office Suite*

### AI Tools & Emerging Technology

*Pencil Pro  
Google Veo  
Runway  
Kling  
Seedance  
Nano Banana  
AI Agents  
Custom AI Workflows  
Chat GPT  
Claude*

## FREELANCE WORK

Ongoing alongside full-time employment. A diverse portfolio of freelance work demonstrating a broad and versatile creative skillset across photography, video production and web design.

### Dower House Hotel

*Video, photography and art direction. Commercial food photography for hospitality marketing, menus and social media.*

### JJ Harris Jewellers

*Product photography for jewellery — requiring precision lighting, attention to detail and high-end finish.*

### Harrier Trail Running

*Product and lifestyle photography for trail running equipment across marketing and e-commerce channels.*

### The Griffin Gastro Pub

*Full website creation and ongoing management. Promotional video production for events, social media and marketing campaigns.*

### Intervino

*Product photography, video content, editing and motion graphics.*

### Grin& Smirk Photography

*6 Years shooting weddings, editing and creating high-end wedding photography*

## EDUCATION

HND Graphic Design  
*Nene Art College, Northampton*  
ND Graphic Design  
*South Notts College, Nottingham*

## PROFESSIONAL APPROACH

*“I endeavour to stay current with trends and exciting new technologies, always pushing myself to learn new skills and implement them where possible. I have a natural instinct for tempo and timing, and I believe in keeping things simple — but never boring.”*

**References available upon request**