

Michael Waddle

Design Director



Innovative design leader with a proven track record of scaling creative teams, delivering multimillion-dollar in new business revenue, and achieving optimal client satisfaction across military, technology, and commercial sectors.

Noted for navigating complex client restructures without compromising production quality, maintaining creative excellence, and introducing modern capabilities like motion design and AI-enhanced production workflows. Expertise in constructing design systems, translating client needs into actionable concepts, presenting pitches to stakeholders, and organising seminars on typography and creative techniques to diverse audiences. Strong background in UX/UI design, video production, and animation, with experience implementing these disciplines as additional service offerings, mentoring junior talent, and connecting clients with creative resources.

Areas of expertise

- Creative Team Leadership
- Campaign Planning & Execution
- Design Systems Implementation
- Client Relationship Management
- Strategic Pitch Development
- Advanced Problem-solving
- Motion Design Direction
- Brand Storytelling
- Project Lifecycle Management
- Production Workflow Optimisation
- Video Production & Post-Production
- Cross-functional Team Collaboration

Signature accomplishments

- Pitched for and secured over \$1M worth of work for Oliver with 3M in USA, contributing to company's business expansion
- Transformed operational processes for one of Oliver's longest-standing clients, enhancing workflow efficiency.
- Accomplished notable expansion in agency's portfolio and market presence by securing the Navy as a client.
- Developed and implemented motion design capabilities as a new service offering at a digital agency.
- Advised company on acquisition of complete video and audio recording kit to optimise their multimedia production capabilities.
- Produced agency's first recruitment video, establishing dynamic new medium for talent attraction as Motion Design Lead.
- Nominated for internal awards for exceptional leadership and project execution as interim design team lead at Oliver 3M.

Professional experience

Design Team Lead | Oliver – Client Site in Thatcham

2022 – Present

Direct creative vision across all projects and campaigns, ensuring alignment with client briefs and upholding highest standards of creative excellence. Serve as client's Subject Matter Expert, enhancing client capabilities by delivering tailored training and seminars.

Key contributions

- Capitalised on proven leadership and people management skills to expand design team from initial five to 18 onsite creatives, including designers, video editors, and copywriters, driving growth for one of Oliver's fastest-growing confidential clients.
- Earned the 'Client Whisperer' award for successfully fostering client relationships that secured an additional military account.
- Facilitated connections between client and OLIVER's premier creative and technical talent, improving their digital maturity and deepening their understanding of AI as a crucial tool in production.
- Guaranteed production quality and seamless transitions by navigating multiple senior client restructures.

Motion Design Lead & Senior Digital Designer | Profound Works – Basingstoke

2019 – 2022

Elevated client storytelling and engagement by spearheading development of motion design proposition at Profound, directing all aspects from filming to post-production. Contributed significantly in educating team and clients on leveraging motion design to enhance their digital estates, driving innovation and improving engagement across platforms.

Key contributions

- Contributed to digital transformation and market success of high-profile clients like Saint Gobain (Jewsons), Belron (Autoglass), and LGC Group (Biosearch Technologies), by delivering engaging and effective digital solutions.
- Steered rollout of agency's new brand identity using a comprehensive design system, ensuring high brand impact.
- Augmented overall user interaction and satisfaction on eCommerce platforms by crafting intuitive UX, UI, and Design System solutions using wireframes, journey mapping, and user-centred design principles.

Professional experience (cont.)

Digital Design Lead | Childs Farm – Basingstoke

2018 – 2019

Delivered effective digital content across platforms by leveraging robust expertise in video production, photography, animation, display banner design, and UX design. Showcased excellent teamwork and interpersonal abilities to partner with marketing and product teams in producing high-impact visuals, aimed at elevating brand visibility and user engagement.

Key contributions

- Amplified brand engagement and presence by crafting engaging, purpose-driven social media content tailored to connect with parents of children with skin concerns, utilising a blend of playful creativity and strategic brand storytelling.
- Boosted audience interaction by designing creative campaigns to balance playfulness with compelling brand narratives.
- Accelerated team skill development and capabilities by mentoring junior designers and guiding senior designers in digital best practices, enhancing overall team competency and output.

Additional experience

Interim Design Team Lead & Senior Integrated Designer | Oliver & 3M UK HQ – Bracknell (2014 – 2018)

Graphic Designer | Activate Learning – Reading (2013)

More available on request.

Creative Designer | TraffiGlove – Bracknell (2014)

Technical proficiencies

Design & Production Software:



See also: XD · Photoshop · Dreamweaver · Axure · Sublime Text · Google Web Designer

Productivity & Management Tools:



See also: Teams · Slack · Mural · Monday · Deltek Traffic Live · Peakon · Confluence · Paymo · Sage

AI Tools:



See also: Native AI Tools in Traditional Software and Oliver owned tools

[View My Showreel Here](#)

Education & Qualifications

Bachelor of Arts (Hons), Graphic Design | Nottingham Trent University (2006 – 2008)

Leadership Certification | Media Training Ltd – London (2023)

Higher National Diploma (HND), Graphic Design | University of Lincoln (2004 – 2006)

Advanced After Effects Certification | Media Training Ltd – London (2016)

Awards & Activities

Winner | OLIVER All In Awards; Client Whisperer 2023 and Best Client Feedback (Runner Up) (2016)

Carp Fishing | Global PB 175lb (Siamese), UK PB 31lb 40z, European PB 42lb

Running | Brighton Marathon Finisher 2024 & Nottingham Marathon Relay 2008 (Winning Team)

Photography | [View on Pexels](#)