

2025

FB

FRASER BISCOMB

SENIOR CREATIVE

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 Sutton, Surrey

WORK EXPERIENCE

Freelance Creative

Various companies

2024 - Present

Based in Surrey

From packaging companies to a Global Peace organisation

Senior Creative and Packaging Lead

Ann Summers (Head Office)

2015 - 2024

Surrey

Large retail company with high street stores

- Design research and produce mood boards to establish the creative direction
- Ideation and concepts
- Design and development
- Structural pack design and development, including prototypes, cutter guides and testing making sure the product aligns with the budget
- Design refinement and stakeholder presentation at board level
- All print and artwork production, including any image retouching and AI sourcing
- Post production and vendor management.

Role description

My role involved design consultation, including research, mood boards and understanding the current buying trends. Full ideation and initial concepts with full design refinement; packaging structural work as well as prototypes which had never done before; the cutter guides, which would be built and tested as part of prototyping. Also utilising AI for imagery and copy and introducing the idea of AI in fashion photoshoots. Designs would be further refined to stakeholder presentation at board room level, print production and artwork would be completed, including any image retouching. Post production, vendor management and the management of any print issues. Working and liaising with online developers, providing assets and the Visual Merchandising team for instore and window briefs.

Freelance Art Director

Various companies

2014 - 2015

Based in Surrey

London, New York and Yokohama

Role description

As a freelance art director, projects included the management of a number of print and advertising projects with the United Nations University in Japan, and with a Charity based in New York. Both required conceptual thinking, development and pre-production, including online/social asset management and development.

Creative Director and Editor

Cutting Edge Magazine

2012 - 2014

Global

An online magazine for martial artists

- Achieved 185,000 hits in the first week of launching a downloadable version online

Role description

This magazine was wholly devised, designed, edited, collated, researched, wrote articles for, sourced and took imagery, doing all production from end to end myself. Management of writers and photographers and keeping the asset library up to date.

SUMMARY

With over 35 years of experience delivering creative that is bold, memorable, thoughtful and effective. Stimulating creative dialogue and ultimately delivering aesthetic, functional and result driven visual solutions. Recent projects include retail fmcg packaging, branding, websites, app development, social media assets and video production.

My industry background is in branding, collateral, advertising and online projects – experience I bring to all my projects. Studio management, brand management and roll-out have all fallen under my direction previously, as well as mentoring creatives, recruitment, budget management, traffic control and client and vendor management.

My experience includes communication, team and project management, commissioning photographers, writers and illustrators, leading and managing photoshoots in and out of studios, and routinely utilising AI in imagery and copy. A complete hands-on creative, directing projects from brief to completion and experienced in presentation to stakeholders at board room level, managing project budgets and consultation on numerous levels of the creative process.

SKILLS

Adobe CS (Advanced) – **Id, Ai, Ps, Dn**

Adobe CS (Excellent) – **Xd, Pr, Br**

Microsoft (Very good) – Powerpoint and Word

Apple Software (Very good) – Pages and Numbers

A developing knowledge of Figma and UI/UX

Research Concepts & Ideation Brainstorming
 Branding Brand roll-out FMCG packaging
 Typography 360° Design and development Online
 Social assets Image retouching and manipulation
 High-end visuals Cardboard/paper engineering
 Pack structural design Prototyping 3D rendering
 Print ready artwork Pre- and post-production
 Stakeholder presentation Experiential Events

Team and studio management Strong attention to detail
 Event organisation Mentoring Recruitment
 Project management and budgeting Hands-on approach

The magazine was wound down after the National Kendo Association asked if I would produce their own magazine, which meant that I amalgamated both redesigning it and renaming it. The magazine is still ongoing in 2024.

Senior Creative Lead

House of Fraser (Head Office) 2010 - 2012 London
Large retail company with high street stores

Role description
Brought in on contract to develop the design and manage their brand at the same time applying the newly acquired Royal Warrant. This lead to the development of their complete brand guideline for implementation across all customer touch points and vehicle livery. Due to my knowledge and expertise with their brand, I was asked to manage the brand for consistency having set up all the usage rules. Due to the scope of my experience, I was further asked to work on in-store packaging, and work with their Visual Merchandising team to develop the brand across in-store graphics, POS, online assets and store window displays.

Freelance Art Director

Various companies 2010 - 2010 London
London, New York and Yokohama

Role description
Freelance art director/designer for placements at Ogilvy, working on Government initiatives and the experiential company George P. Johnson. Travelled to Brazil with GPJ for the build-up of a large exposition they were involved in.

Creative Lead

Bradley Dyer Group 2008 - 2009 Surrey
Property Marketing Design Company

Role description
As creative lead, the role was to create and oversee production of branding and deliverables. From concept and design development, to deliver high-end visuals through to client presentation. Manage and supervise creative production through all aspects to the finished product and post production with my team. Project involvement included naming and theming, branding and literature, advertising and an online presence for the development, making sure the brand was consistent.

Design Director

Think BDW 2008 - 08/2008 London & Essex
Property Marketing Design Company

Role description
Employed as Design Director responsible for project branding, collateral, advertising and roll-out across online touchpoints. The role was creative only as an ideas person and director, and worked in partnership with the Executive Creative Director. Due to redundancy, I left the company during the UK's down turn at that time.

Freelance Art Director

Various companies 2006 - 2008 London

Role description
BBC – Designed the BBC Premier magazine – winning a CIB Gold Award.
BHS – Brought in as art director to develop their in-store creative for the homeware range and it's visual presence across all BHS stores.
TTA – Art director to develop branding, naming and property development creative across numerous developments nationwide.
As well as the above, there were a number of other placements including Harrods and Debenhams working on in-store graphics and POS.

ACHIEVEMENTS

Achieved a CIB Gold Award for designing the BBC Premier Magazine
This was a big achievement for the BBC's publication design studio.



Nominated for a Hermes Design Award
Was nominated for the design and roll-out of a "Recycle and Switch off" campaign characters – "Fraser's Fiends" – based initiative for the House of Fraser.



New Charity launch and branding
In 2004, whilst in Japan, I was involved in and led the establishment of a Breast Cancer Charity and then roll it out across Japan. This meant consulting with other companies involved in this type of charity work, e.g. L'Oreal in Japan. It was a first in Japan. Therefore I developed, with my team, the branding of the Charity, it's roll-out across online media and print, the interaction with sponsors, promotional materials, photo shoots of prominent influential ladies, a large charity ball and the logistics for a 5k/10k run and its experiential aspects to the participating public. This charity is still continuing in Japan and is currently the biggest of its kind running there.

Added to the rostered design list of Dentsu and Hakuhodo in Japan
Having won a number of design project pitches against both of these creative companies.

Director of International Affairs for large National Association (Volunteer)
Negotiated the first ever partnership between two Japanese Kendo Universities and the National Kendo Association anywhere in the world.

Delegation leader of the GB Kendo Team
My position gives me access to many individuals at the same level in other global kendo organisations and countries, and is therefore my responsibility to develop the country's international relationships.

INDUSTRY EXPERIENCE

Retail and FMCG

Property

Financial

Experiential

Online

Luxury, Lifestyle and Wellness

Creative Director

Paradigm

2002 - 2006

Tokyo, Japan

Integrated branding, design and editorial company

- Reported to Company President
- Led all company creative and fully involved in new business
- Managed a team of 6 multi-nationals, including 2 art directors
- Led creative meetings, ideation and drove the creative processes and instigated project managements system and studio management
- Participated in all new business increasing company profits by 110% in year two
- Managed client budgets and was responsible for studio traffic control
- Managed, commissioned and art directed 5 different magazines
- Client account management
- External vendor briefing and management
- Vendor negotiation to keep projects on budget and meeting deadlines

Role description

Due to previous experiences, I influenced the change from an editorial biased company to a full service integrated company. Developing their branding and creative output, as well as increasing their corporate communication output, from magazines to brochures, corporate advertising creative, annual reports, a stronger website and online offering as well experiential and event projects.

The company covered many disciplines, most which I brought into the company due to my previous experiences in the UK.

From Junior Designer to Art Director

Various design companies

1983 - 2002

Devon & London

From nothing to something ...

Role description

From Junior Designer in 1983 in Devon to Art Director in 1992 in London; moving to Tokyo in 2002 as a Creative Director. Projects included branding; exhibition graphics and wayfinding; advertising; brochure and DM; B2B and B2C materials; annual reports for large financial re-insurance companies; brand guidelines; advertising and airport billboards to name but a few. Full print studio management and recruitment.

EDUCATION

Arts Degree

Concordia University USA

GPA 4.97 / 5.00

Diploma with Distinction

Devon Art School

Studied Graphic Design

5 'O' Levels, 1 'A' Level

Paignton Secondary School

PASSIONS



My passion is design, creation, innovation and being attentive to a client's needs and ideas. I consider myself a craftsman and I strive to deliver well crafted design solutions, thriving on creative challenges, and I enjoy getting my hands dirty in all aspects of a project.



Kendo and Iaido



Japanese Budo and Culture



Archaeology and discovery



Health, fitness and wellness

LANGUAGES

English Native ● ● ● ● ●

Japanese Intermediate ● ● ○ ○ ○

CERTIFICATION

Formerly a Member of the Chartered Society of Designers – MCSD

National Level Kendo Coach and Instructor

LINKS



LinkedIn:

<https://www.linkedin.com/in/fraser-biscomb-0890916/>



Creativepool:

<https://creativepool.com/fraserbisc>



Website:

<https://www.fraserbisc.com>