OLIVER X. HOLT

MULTIDISCIPLINARY DESIGNER
[MIXING DESIGN RESEARCH WITH MOTION DESIGN]

oliverxholt@gmail.com
Linkedin
Manchester, UK

Innovative 'T-shaped' multidisciplinary designer - combining user research methodologies with creative design and film-making skills, focussed towards developing into π-shaped through deeper experiences within design research projects that aim to create positive behaviour and social change.

Deep motion graphic design, animation and film making expertise mixed with strong working knowledge around **design thinking processes and design research within user-centred design** and digital transformation spaces. Advocate for effective team dynamics and collaboration, **intune with Agile methodologies,** adept at applying qualitative research methodologies that generate insights to inform design decisions and strategy.

Strategic and analytical thinker with a naturally critical and curious mindset, strengthened through a masters in digital experience design. Former creative director and studio founder with a proven track record managing stakeholder expectations while leading cross-functional teams to produce creative video outputs. Strong interpersonal, listening and communication skills with expertise in creative storytelling.

PROFESSIONAL EXPERIENCE

Freelance Design Lead | Wrexham Museum / BBC / GSMA [Nov. 2024 - Present]

Key Achievements:

→ Cultivated **user-centred working practices within a new team** whilst influencing museum stakeholders (curation leads) to **lean into in-person design research methods** in order to produce an immersive audio visual (AV) creative social history film.

→ **Maintained client relationships to build trust and confidence** and deliver marketing presentations and broadcast projects for corporations such as BBC and GSMA.

→ Continued **Agile ways of working with tools such as active listening and workshop delivery,** used to create branding and training video projects for Bolton Cares Group.

Design Researcher | TPXimpact (fka FutureGov) [Sep.2023 - Oct.2024]

Key Achievements:

→ Enhanced the overall credibility of **research findings for the Department for Education (DfE) by triangulating qualitative and quantitative data with YouGov research insights** (for a novel digital sustainability support service aimed at educators) to influence and inform user needs and thus service propositions.

→ **Instrumental in building a 500+ participant panel** by utilising content design methods and graphic design expertise to create unique participant recruitment content for social media.

→ Selected for the first 'TPXimpact Design Academy' (1 of 10) - leading to a fast-track promotion to Design Research Consultant, delivering key research for major **digital transformation projects for DfE, MHCLG, and Girlguiding**.

→ Actively and rigorously attributed within intense thematic analysis sessions, synthesising qualitative user data from 1-2-1 interviews, thus creating **user need service journey maps** for the Girlguiding organisation helping to define MVP direction for the tech development team.

Core Responsibilities:

→ **Conducted qualitative research sprints for central government departments,** including the Department for Levelling Up, Housing and Communities (now MHCLG) and Department of Education (DfE).

→ **Developed survey designs and executed quantitative analysis, helping visualise findings** and creating data-driven insights to communicate and inform decision-making through stakeholder presentations.

- ➜ Aligned with key stakeholders and product owners to gain trust, aiding the recruitment of research participants from central government and local authorities.
- ➜ Led question gathering workshops and conducted remote user interviews and user testing, plus thematic analysis and synthesis to identify key knowledge gaps and leverage actionable insights in shaping product strategy and design decisions.
- ➜ Prioritised product features reports to reflect evidence-based insights from user testing.
- ➜ Delivered User-Centric Design practices that incorporate feedback workshops and improve collaboration within central government digital transformation initiatives.
- ➜ Completed tasks across a diverse portfolio of design projects contrasting in scope, budget, capacity, time frame, and overall complexity within cross functional design teams.
- ➜ Guided and facilitated UCD workshops across a variety of projects, clients, and stakeholders aiming to create cohesive and unified working environments.

Creative Design Lead | Freelance   [Jan.2019 - Aug.2023]

Key Achievements:

- ➜ Directed the design and production of graphic materials, presentations, and digital assets for high-profile clients, including GSMA's Mobile World Congress.
- ➜ Utilised SWOT analysis with upper management team to support talent acquisition whilst supervising cross-functional motion design and digital teams in delivering large scale projected AVs and digital interactive experiences for the USA Olympic Museum.
- ➜ Crafted promotional materials for digital and social assets to scale robust product videos for keynote speeches for the executive marketing team.

Creative Director & Founder | Process Moving Image Ltd.   [Jun.2014 - Dec.2018]

Key Achievements:

- ➜ Successfully established an independent boutique motion design studio operating in a highly competitive market while developing service offerings such as a 3D and VR securing bluechip brand projects for Adidas, Sony PlayStation, and Brother to exceed £350K in annual revenue.

Core Responsibilities:

- ➜ Oversaw creative studio operations and output along with client relationship building, budgeting, project planning, and business development, plus orchestrated recruitment and training activities fostering a creative and collaborative work environment.

Senior Motion Designer & Creative Lead | Freelance   [Feb.2008 - Dec.2013]

Key Achievements:

- ➜ Created interactive and innovative museum exhibits spanning a variety of subject areas for Wimbledon Museum and Bradford Art Gallery
- ➜ Optimised production and post-production workflows in promotional content development for a diverse client base, including Sony and Umbro.

EDUCATION

Master of Arts in Digital Experience Design / Hyper Island Manchester
Bachelor of Arts with Honours in Graphic Design / Falmouth College of Arts
Diploma in Art and Design Foundation / Manchester Metropolitan University

SOFTWARE SKILLS

Adobe Creative Suite: After Effects • Premiere • Photoshop • Illustrator |
PowerPoint | Google Slides | Miro | Mural | Figma | Dovetail | YouGov |