ROB FOX

Creative. Production. Design.

Location
Tonbridge, Kent

Contact
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: robfox79@gmail.com

00. 1

WELCOME TO

MY PORTFOLIO



AN INTRODUCTION

I am a highly motivated individual who passionately believes in the power of creativity to help tell stories, solve problems and explain complex situations.

I am equally versed in managing campaigns and teams across all aspects of art direction, brand identity, copy-writing and design.

I am a great believer in using innovative approaches to help advance campaigns and improve any team's ability.

In my methods I am strategic and resourceful.

I am always looking to find a better way.

00.2

WELCOME TO

MY PORTFOLIO



CONTENTS

- PROFILE
- SKILLS
- PORTFOLIO AND WORK
- WHAT PEOPLE SAY
- CONTACT ME

01.1

PROFILE

WHAT YOU CAN EXPECT...

CREATIVITY

For me creativity is not just ideas and inventiveness...
It solves problems and realizes the potential
in any situation, campaign or project.

STRATEGY

I don't critically assess. I strategically assess...
Through this I can get the best out of
situations and teams as well as myself.

INNOVATION

I am a great believer in the power of tech...
Aside from better efficiency, it can drive
and enhance creativity and design.

SOFTWARE...

AI & AUTOMATION

Weave · ChatGPT · Claude
Codex · Midjourney
AI video & image workflows

ADOBE

After Effects · Photoshop · Premiere
Illustrator · InDesign · Audition · Firefly

DESIGN & 3D

Figma · Cinema 4D

PRESENTATION

Figma Slides · PowerPoint · Keynote
Google Slides · Canva

COLLABORATION

monday.com · Microsoft 365







02.1

SKILLS

KEY QUALITIES

KEY ACHIEVEMENTS

Strong ability to create & refine clear brand propositions →	Created Emirates' entertainment and retail strategy, integrating AI video and image workflows into creative development and delivery.
Ability to shift audience perceptions →	Within 5 months of launch ITVX moved from 7th to 4th in audience consideration with streams hitting the 1 billion mark (up 138% YOY).
Experienced Creative leader who delivers to deadline and budget. →	Part of BritBox's senior management team that kept BritBox ahead of challenging subscriber targets hitting 1,000,000 one quarter early.
Proven ability to improve the quality of output →	Increased share at Channel 5 from 4.1% to 4.27% with ABC1s at a record high of 44% in comparison to declines at all other major broadcasters.

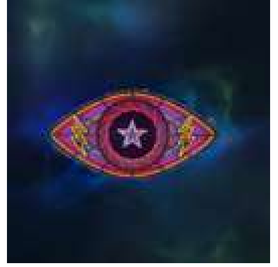




03.1

PORTFOLIO

CBB - STORM



- **CASE STUDY**

The Brief	⟶	• A brief to counter controversy with intrigue for this brand accustomed to scrutiny.
Role	⟶	• Responsible for the initial concepts and oversight of all campaign elements. • Briefing and management of all external agencies, producers and directors. • Collaboration with the Head of Marketing to help fulfil a wide-reaching media plan. • Wider liaison with Endemol and provided key elements for use within the show.

Project
CBB - Storm

Role
Creative Director

Deliverables

TVC
Experiential
DOOH
Print
Merchandising
Social

Team
Dorian Thomas - Head of Design
Rory Fry - Campaign Producer
Will Smith – Director
Talon - Billboard Production
Motionbox - CGI Element Build

Company
Channel 5

Year
2019



CREATIVE DIRECTION · ART DIRECTION ·
STUDIO PHOTOGRAPHY · 360 CAMPAIGNS ·
CGI · MUSIC COMPOSITION · TVC ·
EXPERIENTIAL · PRINT · SOCIAL

KEY SKILLS



Intrigue can be a potent and shareable tool.
Especially when multiplied against scandal and notoriety.

“Who would enter the house this year?”

KEY INSIGHT

AMERICANA

① KEY REFERENCE

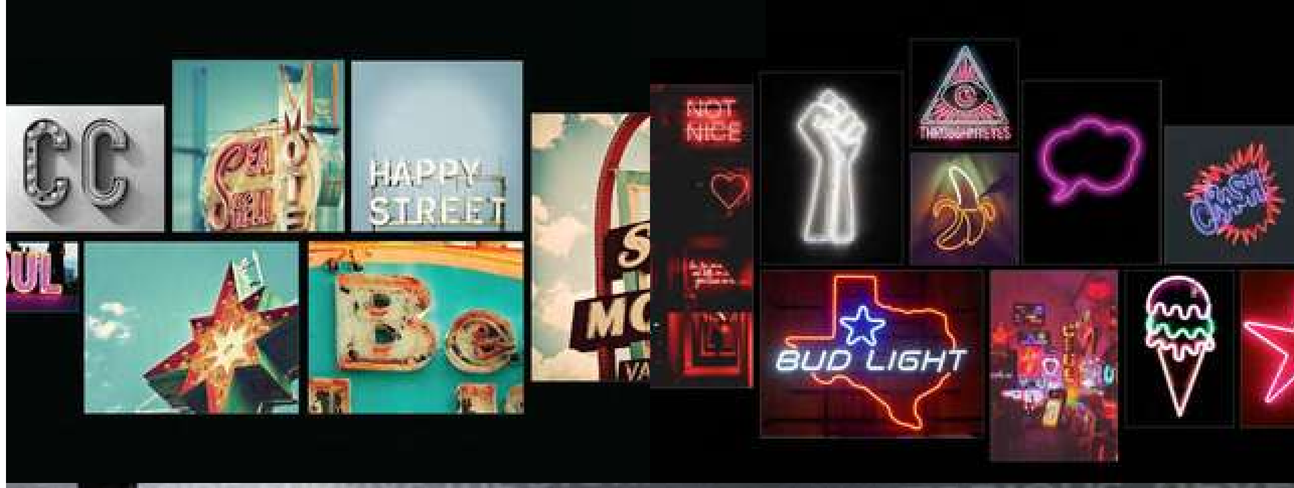
- An exploration into symbols, signs, and storms to create a design identity that balanced modern and retro, drew inspiration from God's Kitchen, brought energy, and provoked a reaction.

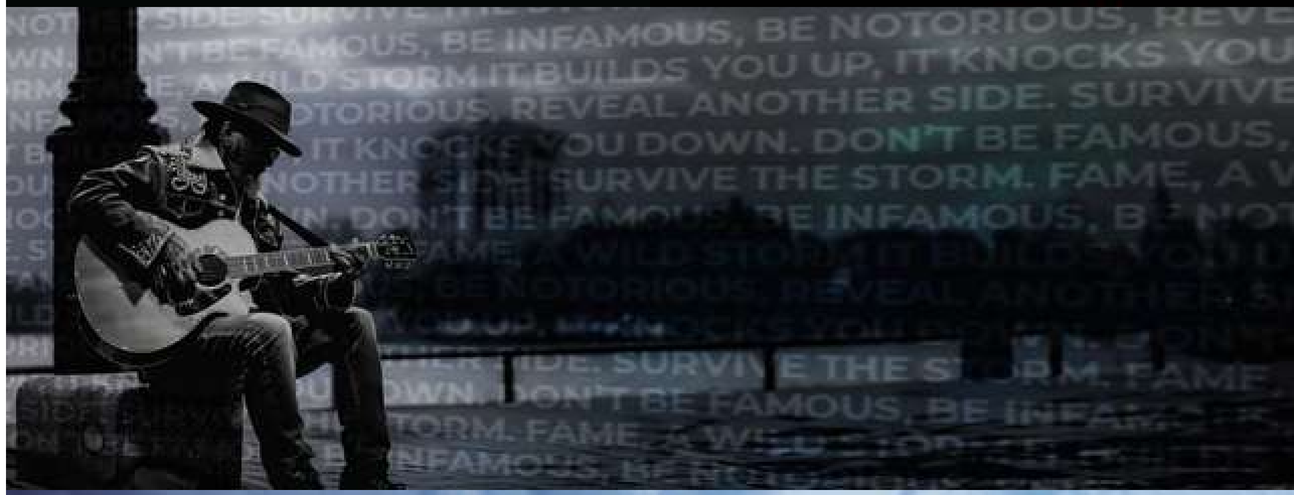
② AUDIO

- Working with a composer to capture music and lyrics that brought key elements and insights from the campaign to life - a trick that evoked Elvis without wiping out our budget.

③ THE STORM CHASER

- Real storms captured by real storm chaser Mike Oblinski in America evoke the sense of being on the edge of danger, even if watching from afar.







KEY ELEMENTS

① THE EYE

- Complete CGI Build incorporating key symbols, icons and messaging used across other campaign elements.

② NEON

- Bold and provocative statements beautifully rendered in 3D.

③ TYPOGRAPHY

- A series of differing but complimentary fonts.
- Font 1: (Bold, condensed sans-serif) - Conveys strength and modernity.
- Font 2: (Transitional serif with classic elegance) - Adding a touch of timeless sophistication.
- Font 3: (Playful, handwritten script) - Friendly and informal.



VIDEO







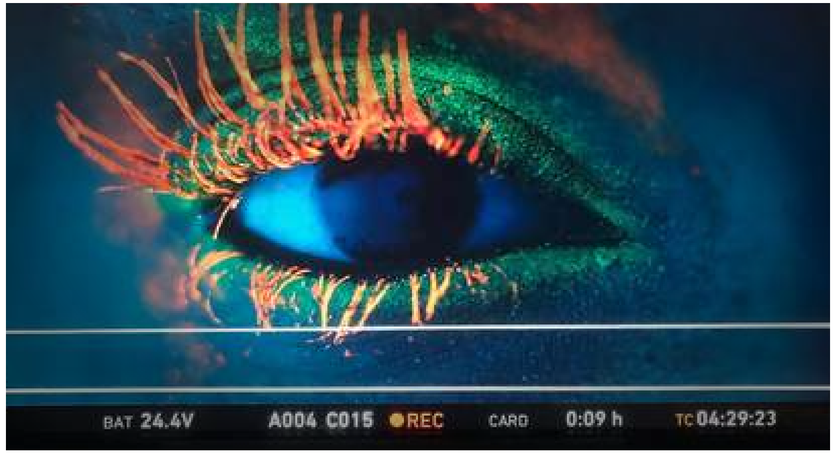
STUDIO SHOOT

Black Island Studios. London.

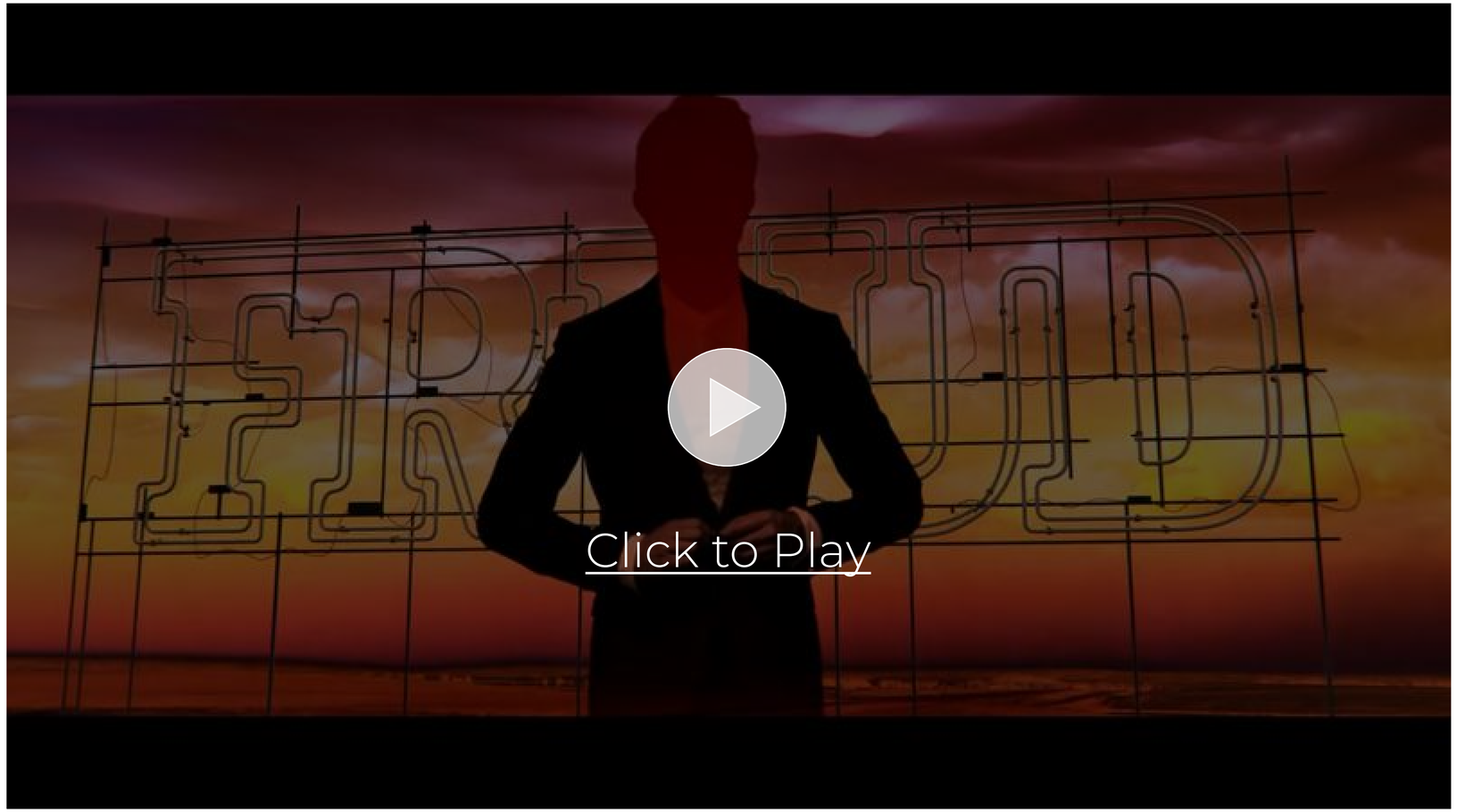
1 day. 5 models. Capture of all elements for TVC, DOOH, print and social.











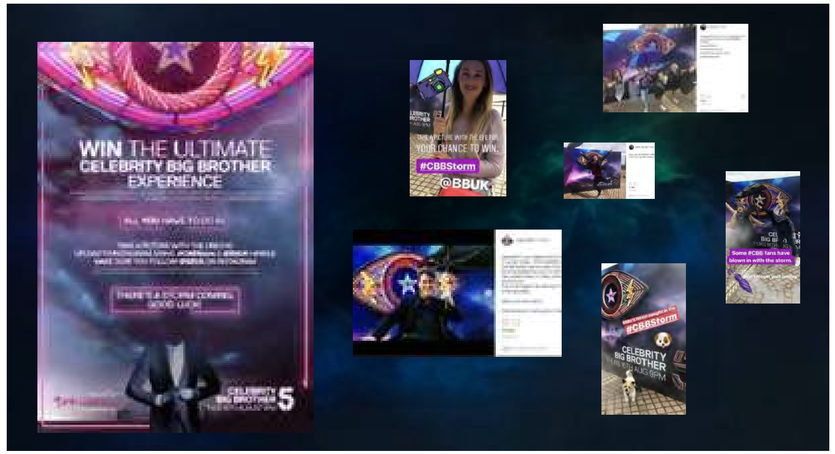
TVC

Used across Channel 5, Channel 4, ITV as part of barter deals and Sky.
Socially optimised edits created across YouTube, Facebook, Instagram, and Twitter.
A wide-reaching digital medial plan utilising PPC.
Incorporation into web billboards across various news sites.

EXPERIENTIAL









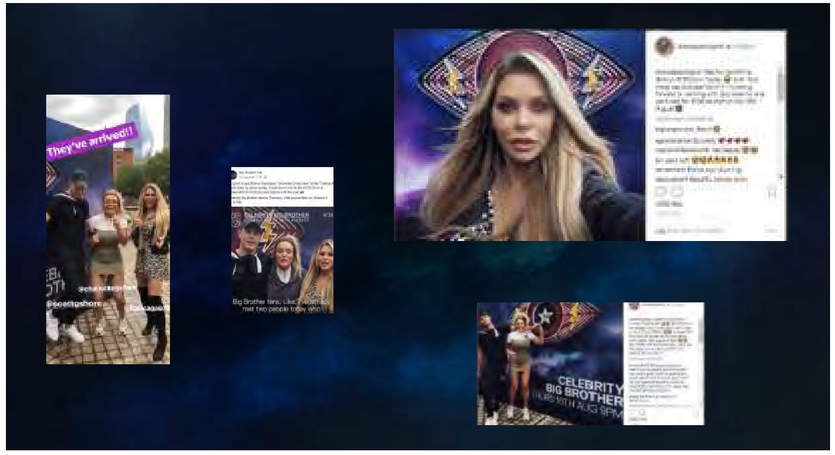
INTERACTIVE BUILD

Smoke and wind machine as well as a variety of props, influencers and a competition to encourage people to use #CBB.

Prominent positioning across major UK cities driving awareness even when not in use.









360







EVERY AUDIENCE TOUCHPOINT

Digital, print and poster executions.

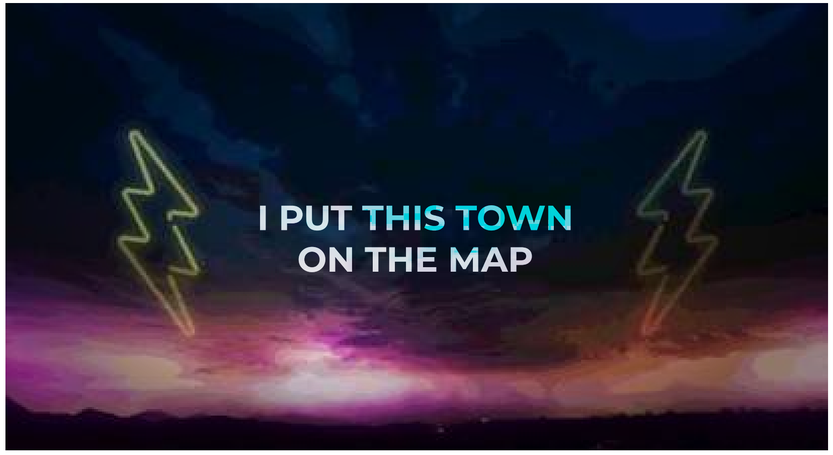
Spotify and radio. Billboards and banners.
Organic, influencers, PPC.

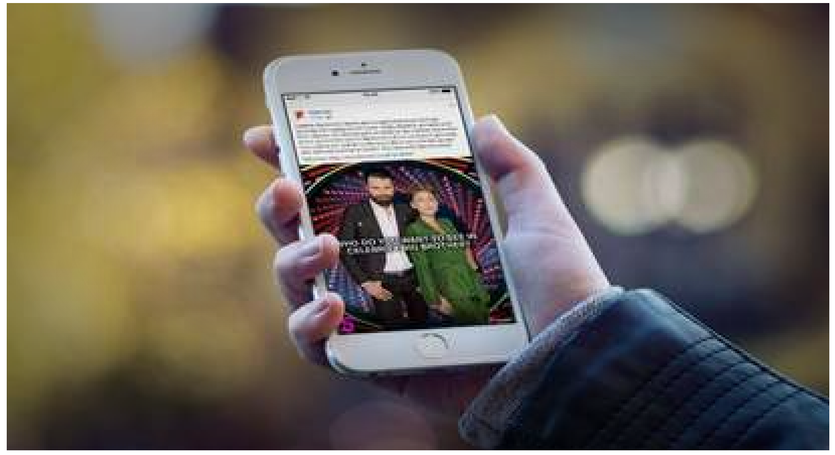
Bespoke on-air takeover creative.

Amplifying Intrigue around the celebrities, who they may be and what they might have done.









ITVX

• CASE STUDY

The Brief ⟶
- Launch the UK’s freshest new streaming service.

Roles ⟶
- Brought together existing internal teams to create a new forward-thinking branch of ITV Creative.
- Set the art direction for use by all production companies concerning all principal photography.
- Oversight and implementation of the UX design across smart TVs, the web, and the app.
- Devised a streamlined workflow that enabled the production of thousands of ‘Artpacks’ for all ITV content.
- Management of a series of on-product campaigns.

Project
ITVX Launch

Role
Creative Director

Deliverables

ITVX Web/CTV/App Product Design
Artpacks for all Content
Principal Photography Guide
Creative for multiple campaigns

Team
Tony Pipes – ECD
Priya Singh - Project Director
Dora Giannioti - Director of Product Design
Steve Forde - Director of Product
Craig Morris - Managing Editor
Stephen Green - Creative Product Design Lead
Martin Duncan - Senior Designer

Company
ITV

Year
2022

DESIGN WORKFLOW · DIGITAL CAMPAIGNS · CRM ·
PERFORMANCE RELATED CAMPAIGNS · ART DIRECTION
· UX DESIGN · LEADERSHIP ·

KEY SKILLS



Teams needed a clear vision of where we were going and to trust the technology to get us there. The testing period was critical. Nothing could be rolled out that would damage that trust.

“Technology is the tool through which we can expand artistic horizons, not replace it.”

KEY INSIGHT

BACKGROUND

① THE PAST

- Britbox was a streaming platform, 80% owned by ITV, for which I was the Creative Director. It had recently been voted the fourth-best product on the market regarding features and usability. How could we implement and enhance the thinking that had driven this?

② THE PRESENT

- The competitive landscape was seeing streaming platforms take huge slices out of the major broadcasters' viewing share. While Netflix was a consideration, the challenge was to carve out a unique space built on ITV's ability to unite the nation around live sport, big reality shows, and Saturday night entertainment.

③ THE FUTURE

- This wasn't just the launch of a new service. It was building a more digitally focused team, improving performance-related marketing, and laying the groundwork for how ITV approached the capture of all artwork for not just upcoming campaigns but across every single production.







UX IMPLEMENTATION

① FROM FIGMA

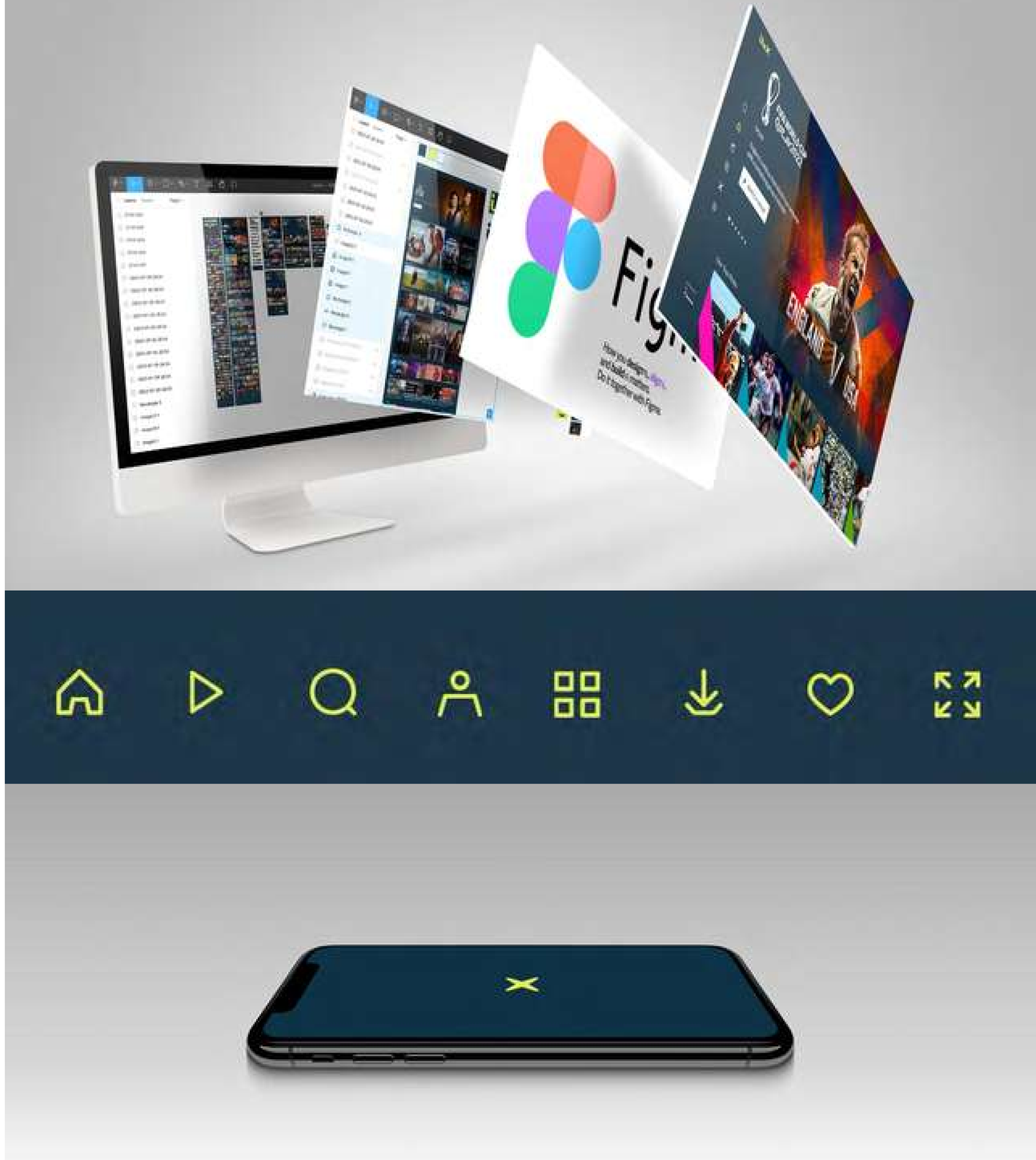
- Working closely with the product team to establish the best way to bring the UX design to life.

② THROUGH TESTING

- Looking at key design principles around the logo, utilising the ‘x’ focus device, and overseeing an external research project with Kyan to establish best practices for artwork.
- QC, rollout of beta versions of the app and web player, analysis and testing across CTV, iOS, and Android.

③ TO LAUNCH

- December 8, 2022.



DIGITAL WORKFLOW

① QUALITY AT SOURCE

- Art direction by genre for all production companies and campaign teams surrounding capturing all imagery and producing all logos.

② AI DRIVEN

- A new automated way of approaching the build of artwork allowed scale while retaining quality.

③ FEEDBACK LOOP

- Aligning sprints to ensure key assets from each genre could be assessed and modified before wider rollout







DIGITAL WORKFLOW



Still Image Guidelines



Artpack Production Guidelines

A series of guidelines were produced to facilitate the flow of images from initial capture through to optimal positioning for the varying platforms.

This significant achievement was made possible through research and the invaluable contributions of key internal stakeholders from all departments. Insight and expertise, as well as a series of Photoshop actions, templates, and bespoke coded scripts, were crucial in this process.

It was through this vision that we were able to originate and improve artwork quickly, resulting in the generation of 1000s of high-quality artpacks

DIGITAL MARKETING

① PERFOMANCE-RELATED CAMPAIGNS

- Establishing best practices and providing varying artwork to ensure campaigns could be tested against three fundamental principles.
  - the copy
  - the cast
  - the concept

② PARTNERSHIPS

- Working with partners to facilitate the provision of optimised artwork as well as subsidiary elements.
- Aligning the look of campaigns and producing consistency across multiple platforms.

③ ON-PRODUCT A-/B TEST

- The ongoing monitoring of how campaigns were performing with the ability to quickly switch artwork and copy.





DIGITAL CAMPAIGNS

① CLEAR GOALS

- Identifying priorities further upstream, ensuring photography could be captured on set.
- Streamlining the briefing process to establish the key attributes to capture.

② CLEAR CONCEPTS

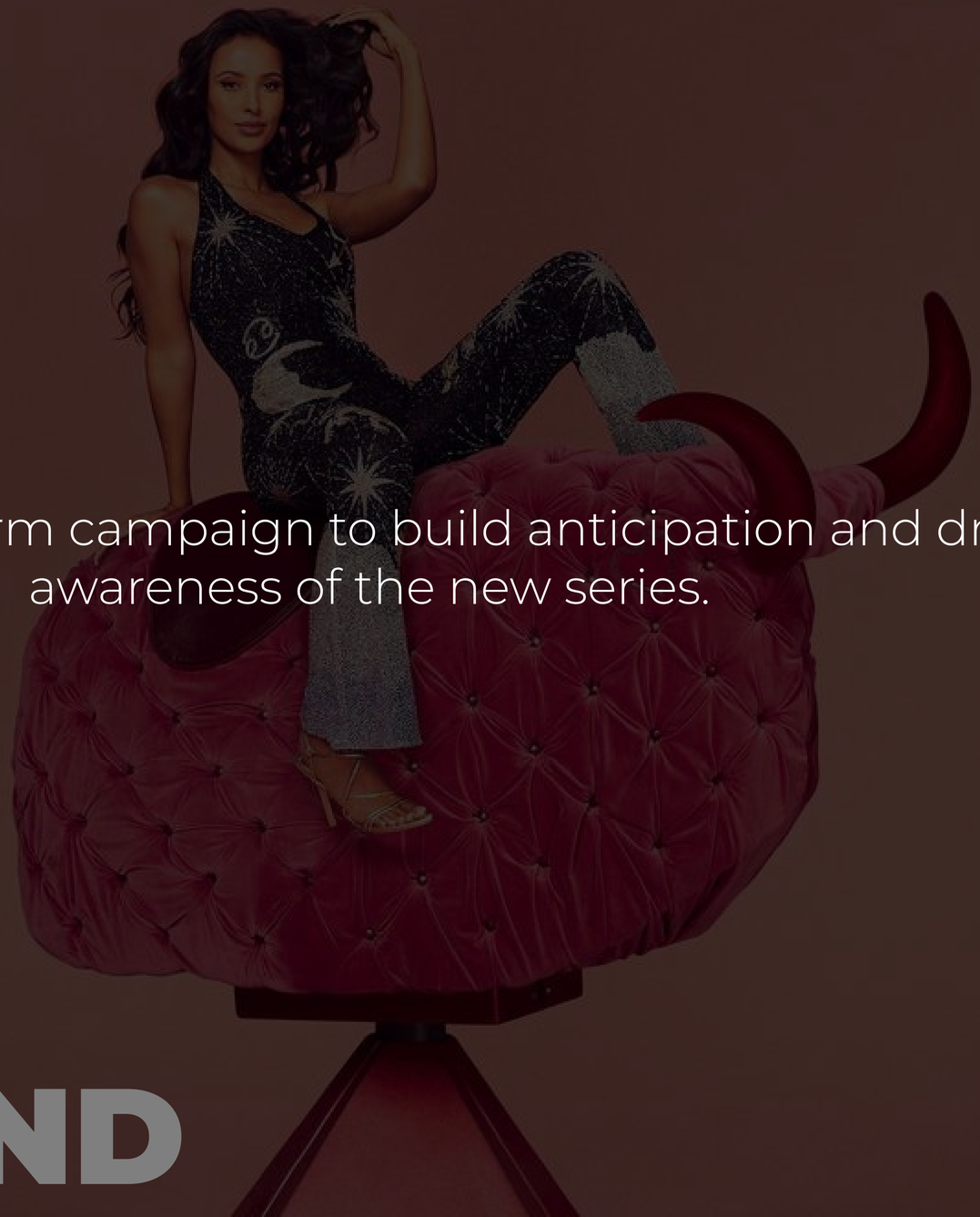
- A fundamental understanding of what works on product with priority given to click-through instead of awareness.
- A digital artwork-first approach that allows for multiple formats and aspect ratios.

③ CLEAR RESULTS

- The ongoing monitoring of campaign performance.
- The ability to optimise performance through the manipulation of artwork quickly and at scale.
- The testing of and supervision of all accompanying copy.







An on-platform campaign to build anticipation and drive awareness of the new series.

LOVE ISLAND

LOVE ISLAND

① BUILDING HYPE

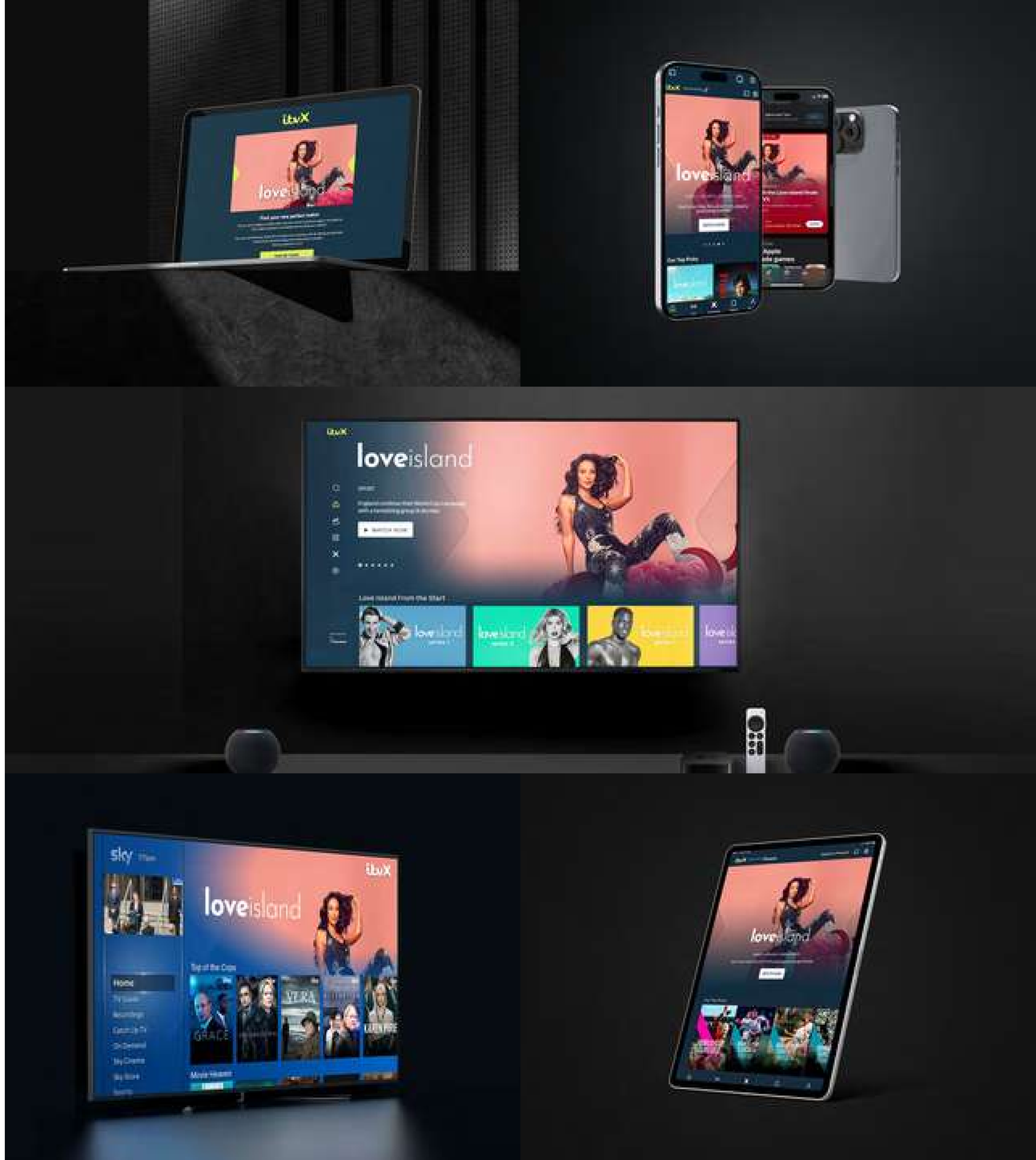
- The creation of an over-arching identity for all previous series with targeted billboards and trailers.
- Teasing the new series with additional on-product content
- Exclusive launch of trailers as well as key imagery.

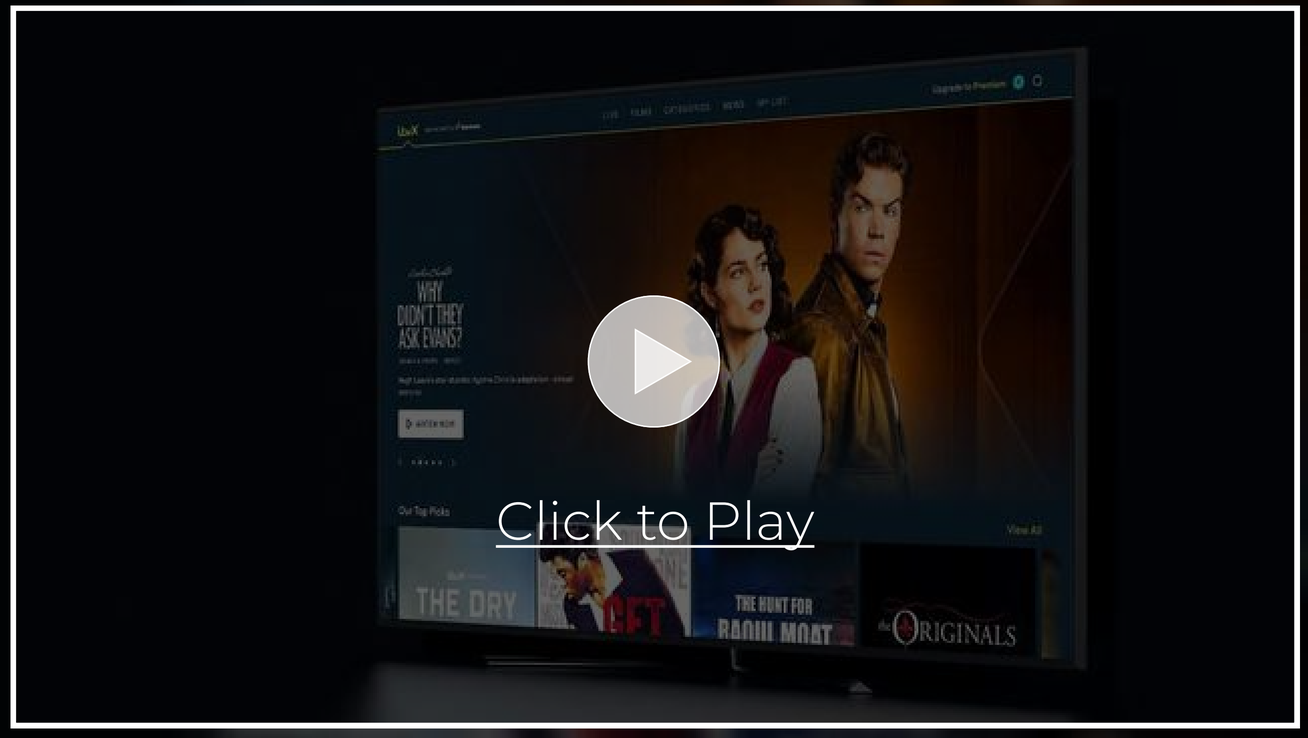
② CAMPAIGN EXTENSION

- Generating over 20 additional audience touchpoints across CRM, Social, Sky, Samsung TV, Apple TV, Britbox, in-app, On-Air, Social, and ITV on-air.
- A key driver in both elevating campaign awareness and driving engagement.

③ ON PARTNERS

- Liaising with affiliates and supplying optimised artwork and elements to leverage opportunities across the wider CTV world.





Click to Play

CASE STUDY REEL

CAMPAIGN ARTWORK EXAMPLES













CAMPAIGN ARTWORK EXAMPLES













BRITBOX ORIGINALS

• CASE STUDY

The Brief ⟶
- Reposition BritBox as a destination for exclusive content, not just ‘catch-up’

Roles ⟶
- Creative Director across the production of artwork and campaign elements for a series of BritBox Originals.
- Weekly board presentations for all key internal stakeholders.
- Regular meetings with a variety of production companies and BritBox international.
- Management of the overall budget.

Project
BritBox Originals

Role
Creative Director

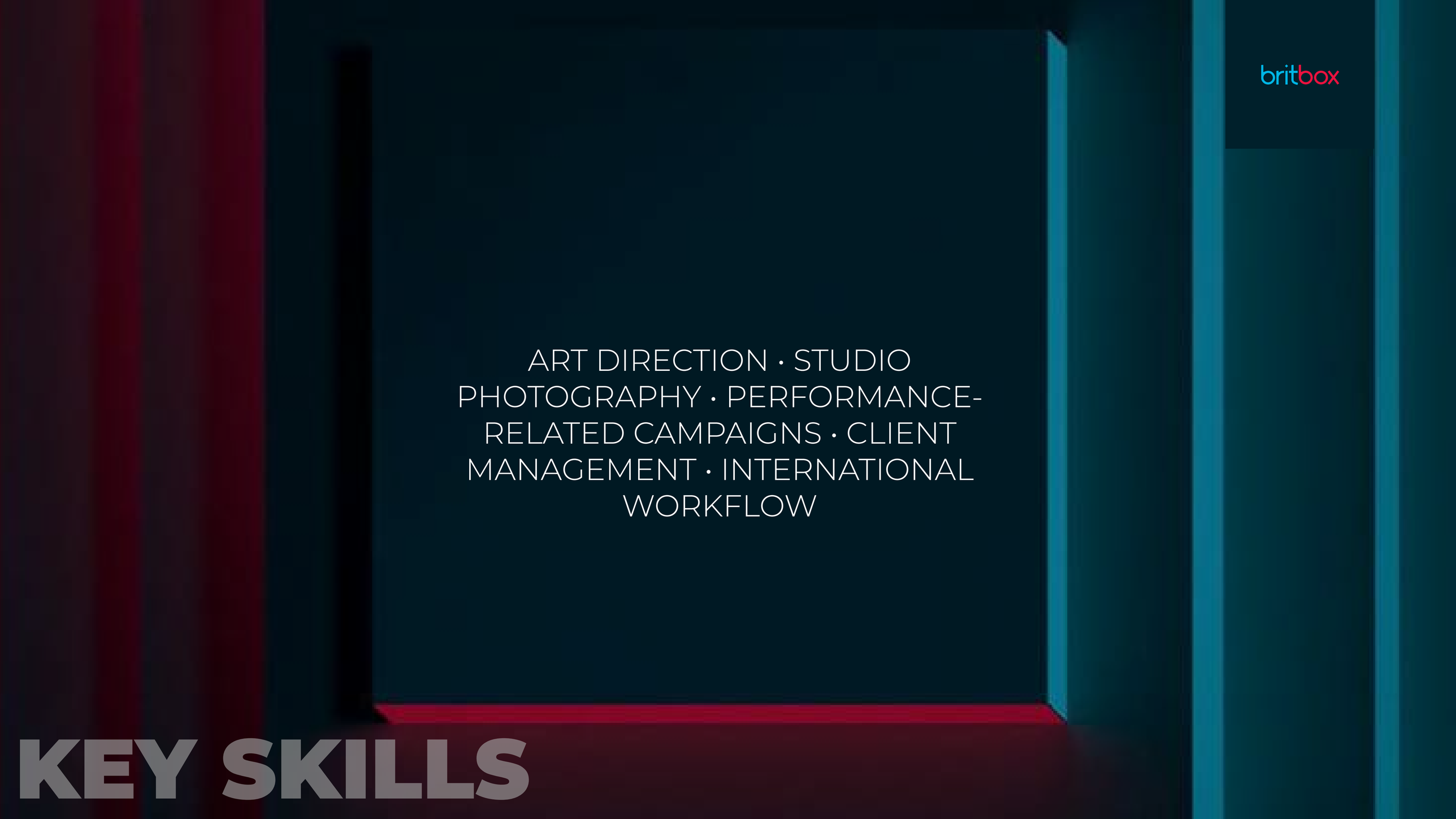
Deliverables

UK and International Artwork
Campaign Promo
Social Assets

Team
Will Harrison - CEO
Alex Griffin - Senior Marketing Manager
Martin Duncan - Lead Designer
Jonathan Truin - Creative
Gabriel Gottardo Da Silva - Creative
Jurgita Bareikaite - Production Manager
Alex Fleming - Production Lead

Company
BritBox

Year
2022



KEY SKILLS

ART DIRECTION • STUDIO PHOTOGRAPHY • PERFORMANCE-RELATED CAMPAIGNS • CLIENT MANAGEMENT • INTERNATIONAL WORKFLOW



By aligning the needs of the production company, the international distributor and the streaming platform, consistent and far stronger creative can be captured and produced.

“A simple but effective approach to joined-up photography and content creation.”

KEY INSIGHT

ASSET CAPTURE

① COLLABORATIVE BRIEFING

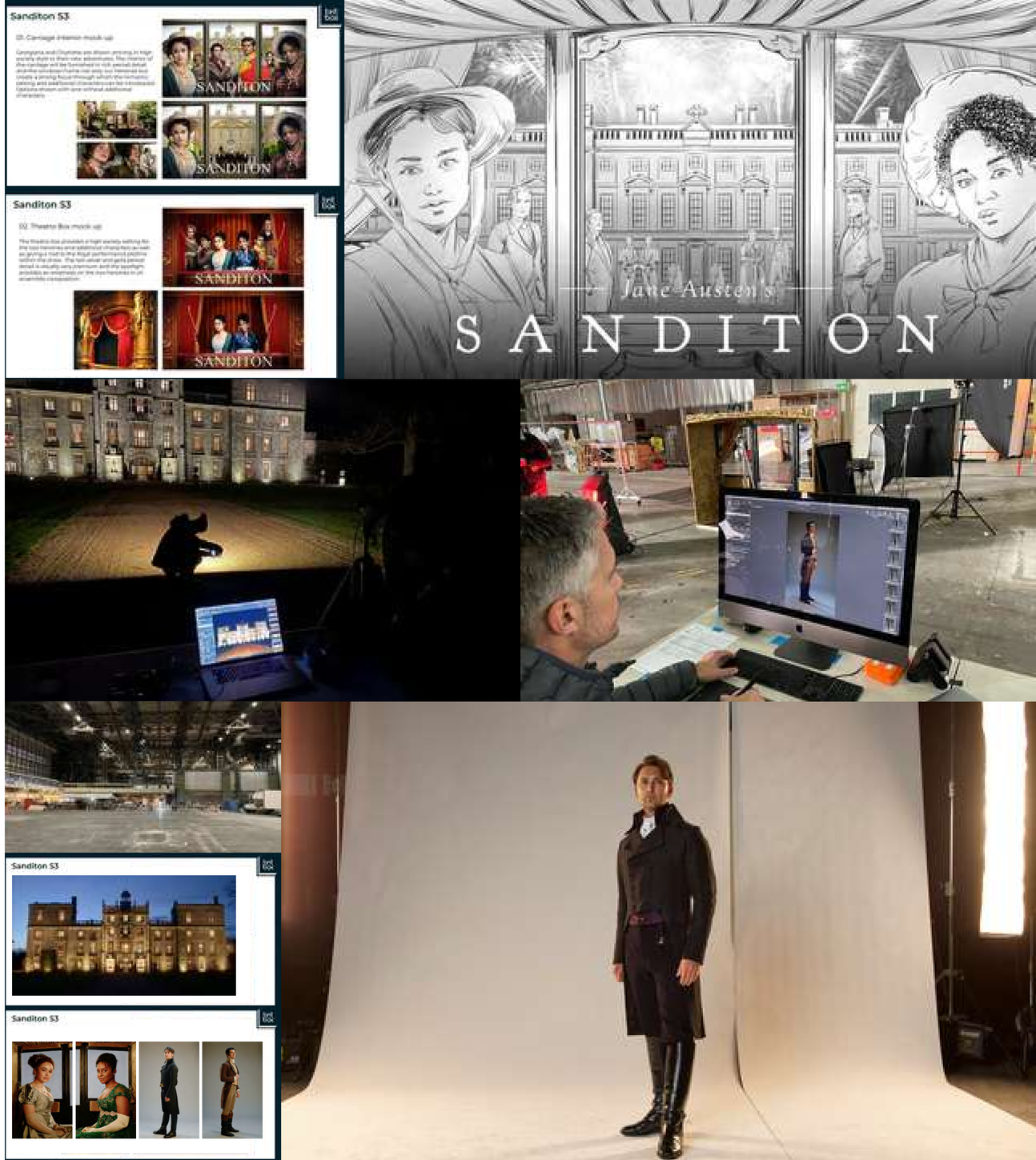
- Initial kick-off meeting with all stakeholders to cement in everyone's minds the show they are trying to create.
- Working collaboratively with Marketing to build briefs that captured the needs of all parties.
- Exploration of varying concepts & managing the sign-off process.

② BUDGET & RESOURCE

- Managing the department budget and aligning the costs across the needs of all productions.
- Managing the timeline and all additional resource requirements.

③ SHOT ON LOCATION

- Saving costs by aligning shoots with production.
- Consistency in wardrobe, hair, make-up.
- Allowing actors to remain in character, ensuring better performances.



VIDEO CONTENT

① BRINGING CONTENT TO THE FORE

- Edits that brought the content to life.

② BESPOKE GRAPHICS

- Allowing the content to feel exclusive whilst retaining the overarching BritBox brand.

③ MULTI-FORMAT

- Edits optimized for use across social and across the BritBox platform.



INTEGRATED CAMPAIGNS

① AWARNESS & ENGAGEMENT CAMPAIGNS

- Incorporation into creative that focussed on BritBox, the brand, as well as solo creative that drove engagement for this individual property.

② DIGITAL ROLL OUT

- Multiple versions of the artwork and video creative for use across the product, BritBox partners and organic social.

③ SOCIAL CONTENT

- Targeted online campaigns and bespoke executions that built on top of the core creative idea.





britbox









britbox

ARTWORK



ARTWORK


Robert was immediately suspicious
He's here about the murder
sense of shame
before the murder
britbox | ORIGINAL
MAGPIE MURDERS
Murder
Without hesitation
What are you doing here?
Suddenly he was angry
britbox

ARTWORK



ARTWORK



ARTWORK



ARTWORK


SECRETS OF THE SPIES


HOTEL
PORTOFINO


britbox | ORIGINAL
MURDER in PROVENCE


Jane Austen's
SANDITON

EMIRATES

• CASE STUDY

The Brief →
- Align the positioning, look and feel of the Emirates on-board experience encompassing Information, Connectivity, Entertainment (ICE) and Retail, Experiences, Dubai (RED)

Roles →
- Set the brand direction across entertainment, retail and passenger communications.
- Built and led the Dubai studio, overseeing campaigns, budgets and resourcing.
- Directed the CGI ident and design system.
- Automation with integrated AI video and image workflows.

Project
Emirates In-flight Retail, Comms & Entertainment

Role
Creative Director

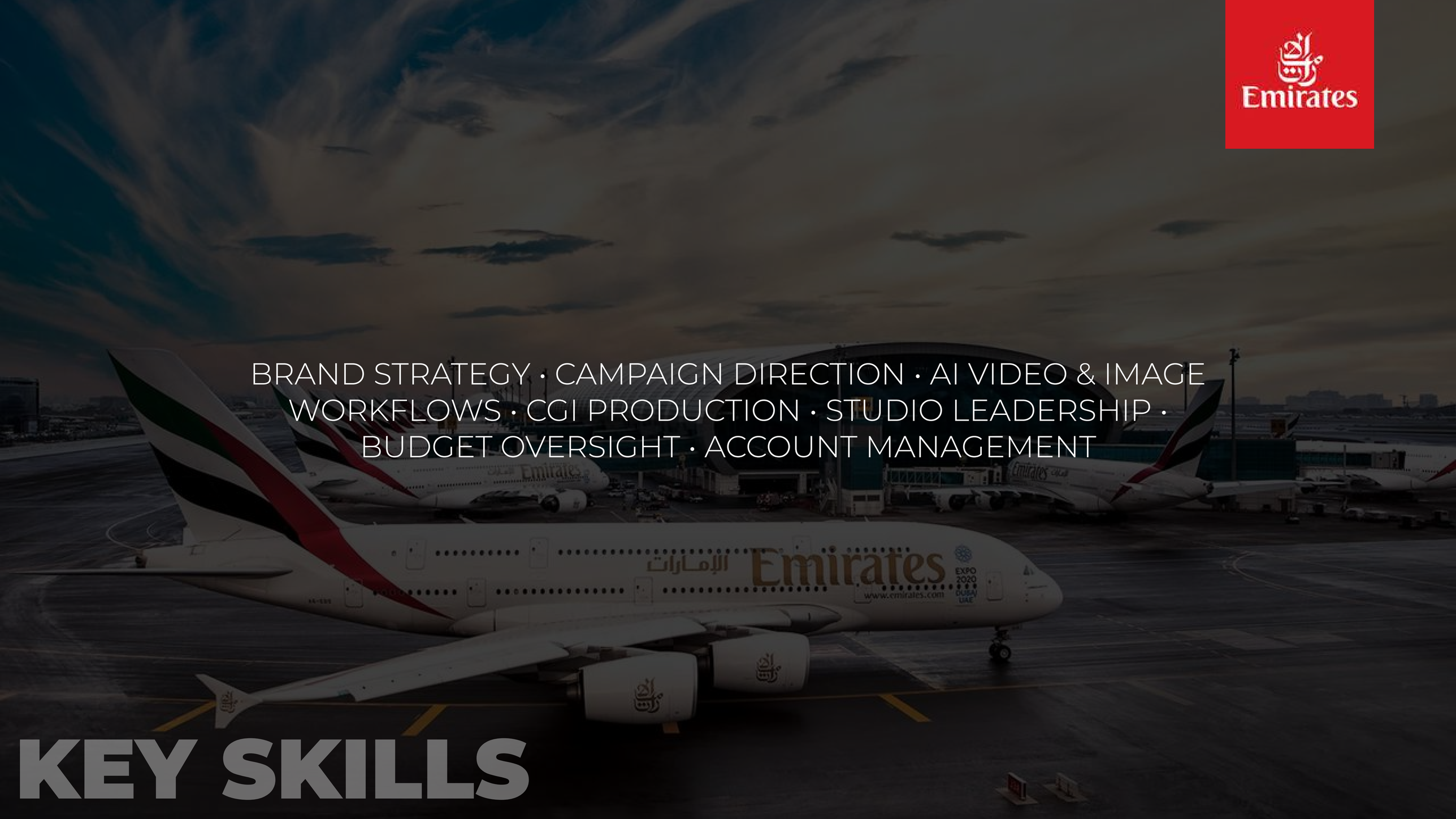
Deliverables

Strategy
Brand Identity
Style Guide
Promo Kit of Parts
Welcome Screens
Language Guide

Team
Jonathan Gilbert – ECD
Javier Santaella – GFX Super
Corey Walker - Lead Designer
Stephen Turner - Cinema 4D Artist

Agency
Spafax

Year
2023 - 2026



BRAND STRATEGY · CAMPAIGN DIRECTION · AI VIDEO & IMAGE WORKFLOWS · CGI PRODUCTION · STUDIO LEADERSHIP · BUDGET OVERSIGHT · ACCOUNT MANAGEMENT

KEY SKILLS



Emirates has the largest volume of content of any carrier but because there was no clear consistent look and strategy in how they highlighted and navigated to content, viewers just ended up wading through irrelevant content.

“There’s never anything new to watch”

KEY INSIGHT

RESEARCH

① DEEP DIVE

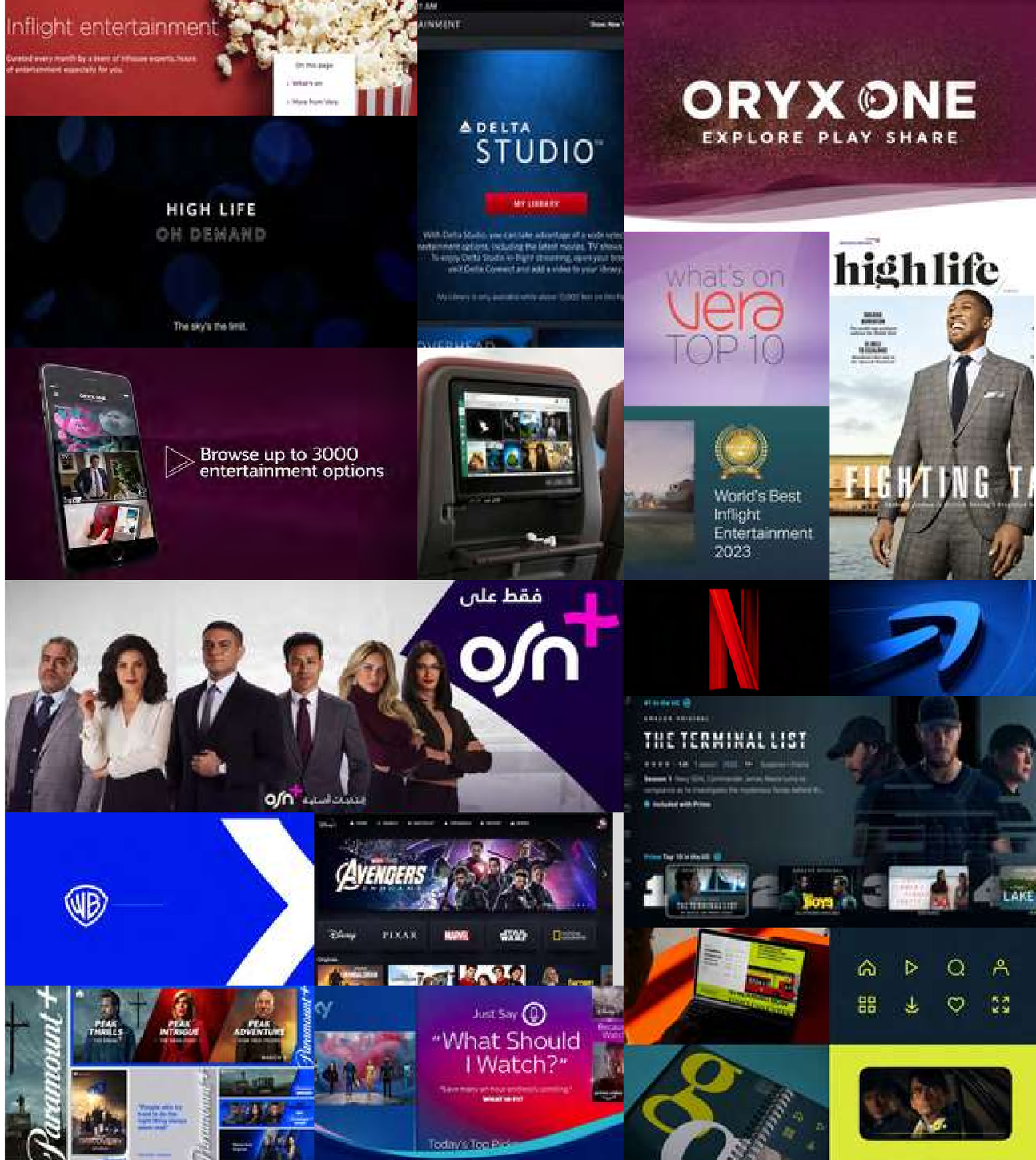
- I held a series of formal and informal conversations with employees from within Emirates. These took place online and in-person offering me a chance to experience the flight experience first-hand.

② COMPETITOR LANDSCAPE

- They knew the current brand was in quite a chaotic place but not why.

③ BRAND PROPOSITION

- The second was for them to understand the importance of that positioning and to convince them that was not just a new look for the platform but a strategy that would help priotize decision-making, orinetate the content they talked about and bring a consistency to their messaging.



PROPOSAL

① TIMELINE & BUDGET

- An aggressive but achievable timeline built around agreed ongoing costs with separate budgets to create the look and feel, in principle, the ident and the KOP.

② A CREATIVE STUDIO IN DUBAI

- The set-up of a studio in the UAE reactive to the local nuances that come with operating in an Emirate state.

③ A STATEMENT OF INTENT

- The creation of a mission statement and an understanding. Many airline processes are pretty outdated. If Emirates wants to lead the way in In-Flight comms, we must find ways to break down barriers.







STRATEGY

① ARCHETYPE ANALYSIS

- Helping Emirates understand the importance of knowing where they sat within the media landscape.

  “If we don’t know where we are. We don’t where we can go.”

② BRAND PILLARS

- Balancing the volume of content and Emirates' renowned hospitality (Generosity) with a better sense of navigation (Curation) and highlighting not just the best but why it’s the best (Expertise).

③ TONE OF VOICE

- The creation of underlying principles for how we talk to the audience and approach all in-flight comms.







A universe of choices.
A curated strand is rising.
From within it comes that special one.

IDENT

IDENT PRODUCTION

① A MILLION TO ONE

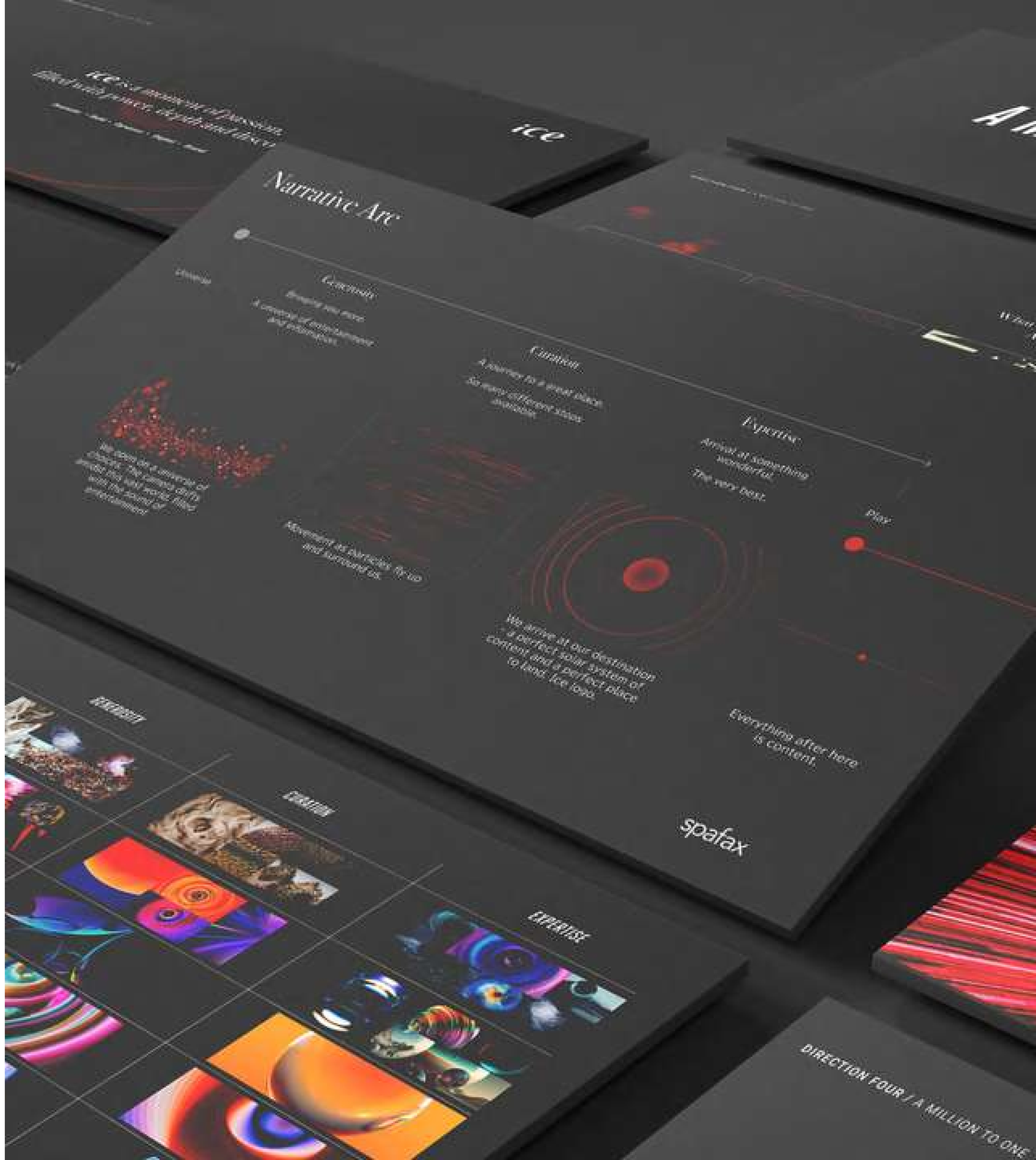
- An ident rooted in the brand strategy.
- Generosity - millions of particles.
- Curation - the coming together of particular ones.
- Expertise -That single one. Perfect for the moment.

② FULL CGI BUILD

- I managed the CGI pipeline in producing the ident, moving the client from the mood board and initial narrative to developing style frames and animatics.
- The identity was vital to building the core principles that could be carried over into the full identity (brand storytelling, animation theory, colourspace).



Click to Play



DESIGN IDENTITY

① INTERLINKED RINGS

- Differing ring animations that grow for generosity, collect for curation and focus for expertise.
- Highlights and flares to help Emirates' ethos to bring the very best.

② CONTENT LED

- Bringing content to the fore and using it to dictate colour and generate backgrounds through a series of After Effects scripts and Photoshop templates.

③ EASE OF NAVIGATION

- Increased use of key art and logos to help link the platform tiles to the promotional content.
- Bringing elements of the GUI (Graphical User Interface) into the design language.
- Using the brand strategy to lead editorial decisions and create solid looks for differing strands.



OUTPUT

① VOLUME

- Hundreds of pieces of content being added monthly across Retail, Entertainment and Dubai.

② SCALE

- Each can be pushed across a breadth of audience touchpoints in video, print, digital, and social.

③ CONSISTENCY

- A consistent look and feel rolled out across video, print, digital and social.
- Bespoke copy that utilises the key selling points, considers the brand pillars and is extrapolated across all media.













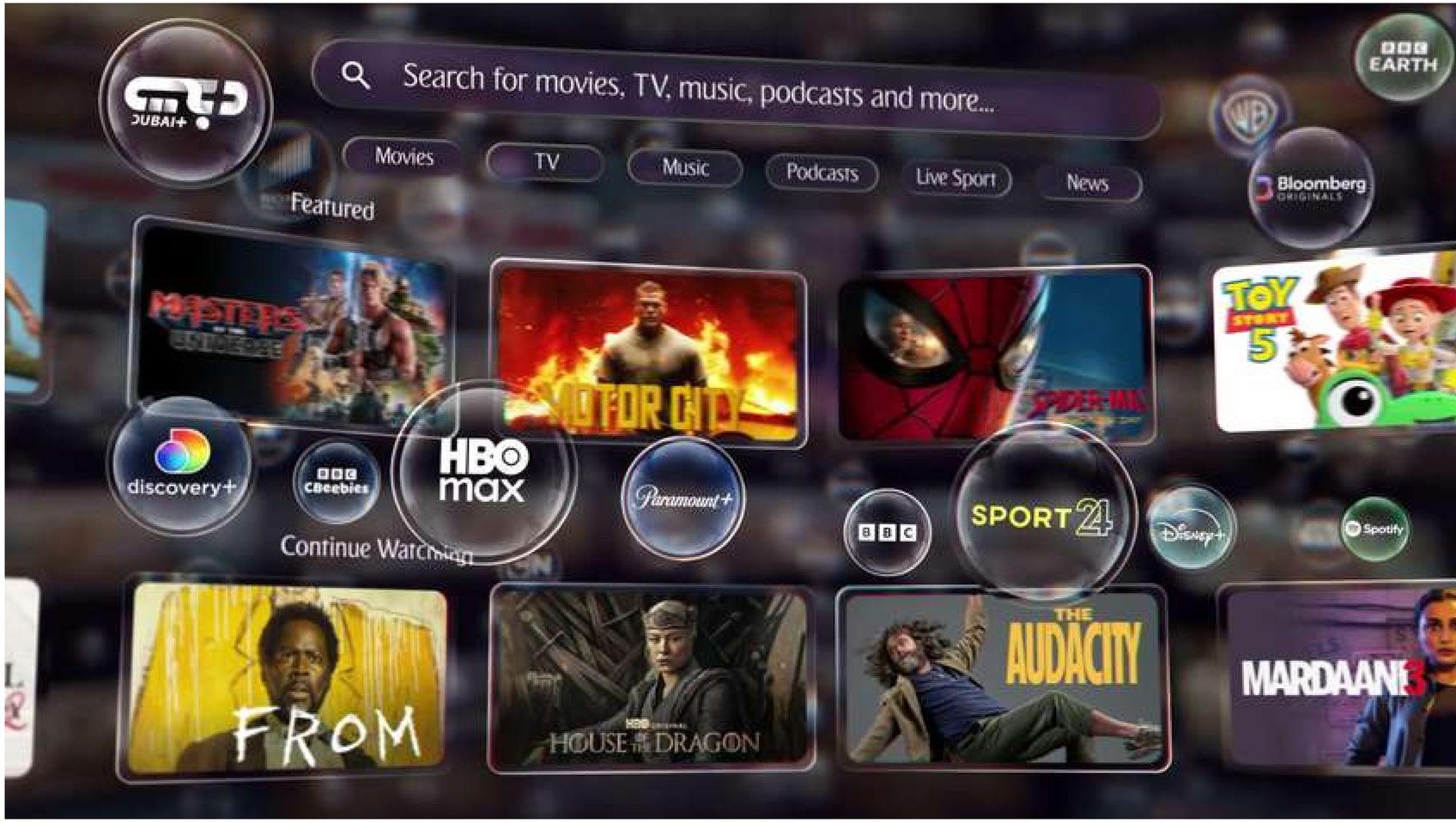
Emirates

2026 BRAND SPOT

THE IDEA

A world of entertainment, waiting to be discovered.

A cinematic journey through movies, TV, sport, music, podcasts and kids' entertainment, brought together in a connected visual world.







Emirates

CREATIVE DIRECTION

Emirates / Spafax
October / November 2026

CHRISTMAS 2025

THE IDEA

An advent calendar full of entertainment.

Each door reveals another festive favourite, turning the seasonal line-up into a playful journey of discovery. A specially composed song and music track carry the film, giving each reveal a festive rhythm.







Emirates

CREATIVE DIRECTION

Emirates / Spafax
Christmas 2025

OPERA HOUSE

THE IDEA

From the cabin to the best seat in the house.

An invitation into opera, ballet and live performance. Gold detailing, opera glasses and a theatrical reveal establish a distinctive identity across bespoke content intros, artwork, print and digital.



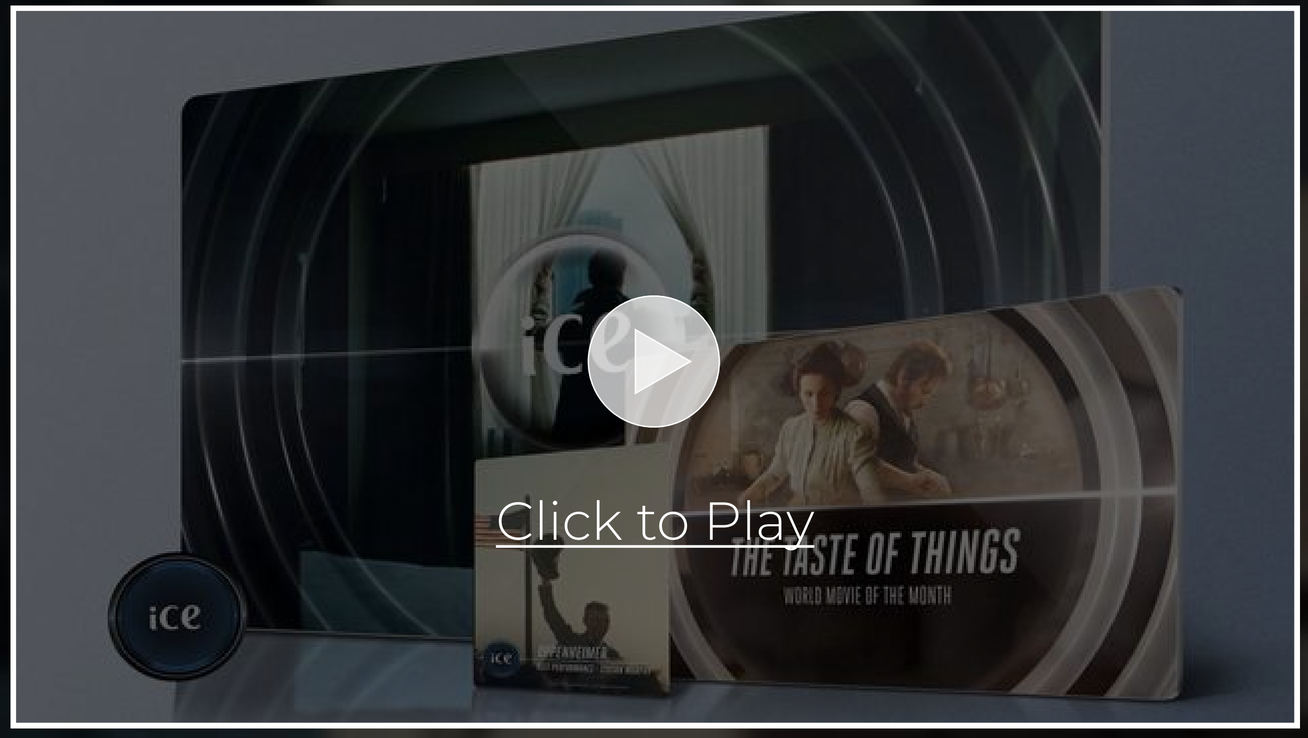




Emirates

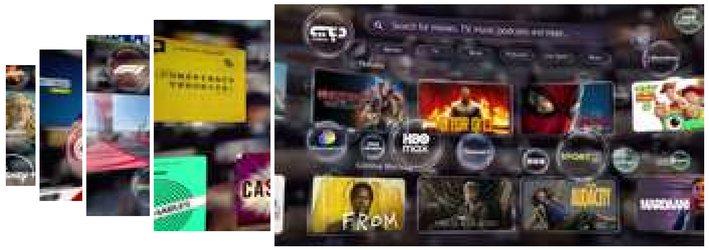
CREATIVE DIRECTION

Emirates / Spafax
November 2026



CASE STUDY REEL

INDIVIDUAL EXAMPLES



BRAND SPOT 2026

Play Promo



CHRISTMAS 2025

Play Promo



RED

Play retail promo

Further examples available on request.

4.1

WHAT PEOPLE SAY

RECOMMENDATIONS

“incredibly motivated and tenacious, continually looking for creative solutions within our fast paced and ever changing environment.”

Penny Brough
Chief Marketing Officer, UKTV

“both efficient & self-sufficient. Always thorough, sincere and creative in his thinking. Utterly reliable and a great head to have around.”

Landy Slattery
Creative Director, All4

“an excellent creative thinker who always stays focused on the end product. An exceptionally collaborative CD who is a highly motivational leader for his teams.”

Emma MacGregor
Head of Production, Channel 5

5.1 CONTACT

MY DETAILS

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It’d be great to hear from you.



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Thanks for taking a look.