



OIC
BRAND DESIGN & BUILD

GOWER PRESTON
CV & BIO

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Senior Creative Designer specialising in strategic brand development with more than 25 years hands on experience in the industry providing a full brand communication, strategic, conceptual and creative design skill set. I apply a very personal and methodical approach to every task, seeking to uncover and interrogate the issues in hand from the outset and striving to produce the most effective outcomes.

After graduating in '92, I was recruited by BMP DDB Needham as an Account Manager. Whilst I thrived in the environment, I knew I had to move on in order to pursue a more actively creative path. Since then I've had the privilege to learn at the coalface working as a strategist, designer, art director, writer and in production alongside top professionals in a wide range of disciplines in the creative and creative services industries, on both full time and contract basis, with clients in a variety of fields in and around London and the South West - architecture, retail, charity, energy, new media, internet services, research, property development, estate agency, the drinks and event industries, sport and leisure, music, electronics, management consulting, financial services...

After stints as Creative Director for an ISP and Creative Head at Dyson in the early 2000s, I set up OIC to combine the best bits of the 'big agency' experience with a personal touch to businesses and individuals who might otherwise be deterred by the 'big agency fees'. In 2019, following diagnosis and treatment for bowel cancer, I bought The Yellow Shop (Bath) and set about overhauling the brand and premises. In our first full year of trading following this, we more than doubled our turnover. I am currently in the process of leaving the business and am looking for the next challenge and chapter in my career in the industry - one in which I can bring all my skills, creativity, experience and energy to a team and its projects.

“GOWER ALWAYS MADE A GREAT EFFORT TO UNDERSTAND THE BRAND AND WHERE WE WANTED TO TAKE IT, THEN TOOK THE BRIEF AND CREATIVELY AND STRATEGICALLY PUSHED IT IN EVERY DIRECTION UNTIL A CREATIVE SOLUTION WAS FOUND. GOWER’S OWNERSHIP, DRIVE AND CREATIVE THINKING WOULD MAKE HIM AN ASSET TO ANY PROJECT”.

STEPHEN REEDS
MARKETING DIRECTOR - TIE RACK (LinkedIn)

“GOWER IS MORE THAN A GRAPHIC DESIGNER/MARKETEER/COMMUNICATIONS SPECIALIST - HE IS THE MOST CREATIVE AND JOINED UP THINKER. I KNOW. HE HAS INTEGRITY OF THE HIGHEST ORDER - IN ACTIONS, THOUGHTS AND DESIGNS. DEFINITELY DIFFERENT AND HIGHLY EFFECTIVE”.

MARTIN LAMB DEN
MANAGING DIRECTOR - SYAT (LinkedIn)

“YOU WANT IDEAS, YOU GO TO GOWER. YOU WANT STRATEGY, BRAND CONSULTANCY, STRAIGHT-TALKING OPINION, YOU GO TO GOWER. 100% RECOMMENDED FOR EVERY CREATIVE CHALLENGE!”

PHIL ROBINSON
CREATIVE DIRECTOR - PROCTOR & STEVENSON (LinkedIn)



CREATIVE DESIGNER SPECIALISING IN STRATEGIC BRAND DEVELOPMENT WITH MORE THAN 25 YEARS EXPERIENCE IN THE INDUSTRY PROVIDING A FULL BRAND COMMUNICATION, STRATEGIC, CONCEPTUAL AND CREATIVE DESIGN SERVICE.

ONGOING CLIENTS, PROJECTS, CONTRACTS, POSITIONS

THE YELLOW SHOP SINCE 19
CO-DIRECTOR - RESPONSIBLE FOR REBRAND, REDESIGN AND REFIT OF PREMISES IN BATH AND ALL COMMUNICATIONS/MARKETING ACROSS ALL MEDIA.

SIMON SHACKLETON SINCE 12
PARTNER/CO-FOUNDER - STEREOPHOENIX AND THE ONE SERIES. STRATEGY, CONCEPT, DESIGN, PHOTOGRAPHY, MERCHANDISING, PROMOTION ONLINE AND PRINT.
ELITE FORCE , U&A RECORDINGS - ALL COMMUNICATIONS

NORTHWOOD (UK - ESTATE AGENCY) SINCE 07
IN PROGRESS: REBRANDING AND DEVELOPMENT OF NEW IDENTITY FOR NETWORK OF 70+ UK OFFICES - DESIGN FOR PRINT, POS, ADVERTISING, COPYWRITING, ENVIRONMENTAL GRAPHICS, OFFICES INTERIORS/EXTERIORS

RALPH BENDING (ESTATE AGENT) SINCE 02
BRAND STRATEGY, REBRANDING, DESIGN FOR PRINT, ADVERTISING, WEB, COPYWRITING AND INTERIOR DESIGN

ESSENTIAL RESEARCH (MEDIA RESEARCH SPECIALISTS - LONDON) SINCE 06
BRAND IDENTITY, PRESENTATION, ADVERTISING, ENVIRONMENTAL BRANDING, PHOTOGRAPHY, IMAGE LIBRARY, WEB

STAR CHILD (BOTANICALS - GLASTONBURY) SINCE 05
BRAND STRATEGY, PACKAGING, POS, PHOTOGRAPHY, COPYWRITING AND DESIGN FOR PRINT

THE C-CHANGE TRUST (CARBON ACKNOWLEDGEMENT CHARITY) SINCE 05
BRAND STRATEGY, IDENTITY, WEB, DESIGN FOR PRINT, POS, ADVERTISING

THEHOUSE (CREATIVE AGENCY - BATH) CONCEPTUAL DESIGNER/CREATIVE SINCE 00
DIAGEO PREMIUM BRANDS - POS AND SALES PROMOTION. CONCEPTUAL DESIGN FOR BRAND SUPPORT MATERIAL (ON TRADE)
WKD [ALCOPOPS] - POS AND SALES PROMOTION FROM CONCEPT TO DESIGN, COPYWRITING AND ART DIRECTION FOR VALENTINE'S DAY AND EASTER CAMPAIGNS, TTL LAUNCH FOR WKD SILVER
PENFOLD'S [WINE] - SENIOR CREATIVE ON PITCH FOR UK TTL BUSINESS. CONCEPT, DESIGN, COPYWRITING AND ART DIRECTION
JACK DANIEL'S - DESIGN AND ART DIRECTION FOR SALES PROMOTION CAMPAIGNS

PREVIOUS CLIENTS, CONTRACTS, POSITIONS (93-04)

JESS JAMES (JEWELLER - LONDON) SINCE 98
BRAND STRATEGY, POS, PHOTOGRAPHY, COPYWRITING AND DESIGN FOR PRINT
TRINITY STORES (DELICATESSEN - LONDON) SINCE 06
BRAND IDENTITY, EXTERIOR/INTERIOR DESIGN, POS, PROMOTIONS, PRINT, PHOTOGRAPHY, PACKAGING, WEB
REYNOLDS AND HAYWARD (PROPERTY DEVELOPERS - GLASTONBURY) SINCE 03
BRAND IDENTITY, ADVERTISING, WEB, COPYWRITING, PHOTOGRAPHY DESIGN FOR PRINT FOR 3 APARTMENT DEVELOPMENTS
HOLISTICMAP.ORG (FOR THE FOUNDATION FOR HOLISTIC SPIRITUALITY)
BRAND IDENTITY, WEB SITE DESIGN, DESIGN FOR PRINT, ADVERTISING, COPYWRITING
ARCANIA APOTHECARY (BOTANICAL BODY CARE - SOMERSET)
BRAND STRATEGY, REBRANDING, PACKAGING, DESIGN FOR PRINT, POS
EXTERIOR/INTERIOR DESIGN
COWSHED (SPA & BOTANICAL BODY CARE - SOMERSET)
BRAND STRATEGY, DESIGN AND ART DIRECTION OF PROMOTIONAL MATERIAL

POSITIONS

DYSON LTD - CREATIVE HEAD / PRODUCT (FULL TIME / 01.04-04.04)
HEAD OF TEAM OF 5 DESIGNERS RESPONSIBLE FOR POSITIONING AND PRESENTATION OF PRODUCT TO MARKET, INCLUDING STRATEGY, PACKAGING, PHOTOGRAPHY, LITERATURE AND POS

THE CREATIVE AGENCY - ZURICH FINANCIAL SERVICES- SENIOR CREATIVE
(CONTRACTS 04 + 05) BRAND GUIDELINES, DESIGN, ART DIRECTION, CORPORATE AND PRODUCT LITERATURE, B2B/B2C DM & PRESS ADVERTISING

US DESIGNERS (INTERIOR DESIGN - LONDON) SENIOR DESIGNER/CREATIVE
(CONTRACT 02)
POS AND IDENTITY FOR MONDADORI BOOKSTORE, MILAN. WINE MARKETING - LES GARAGISTES. IDENTITY DESIGN FOR WINE MERCHANTS, WEB AND PACKAGING DESIGN

TAYLOR GIBSON ASSOCIATES (MARKETING - HERTS) (CONTRACT 01)
CURRY'S - POS IDENTITY AND DESIGN, BRAND STRATEGY AND MARKETING MODEL FOR TTL ACTIVITY

COBWEB SOLUTIONS (INTERNET SERVICES) CREATIVE DIRECTOR (FULL TIME / 09.00-08.01)
RECRUITED AND MANAGED DESIGN AND MARKETING TEAM. BRAND STRATEGY, REBRANDING, CORPORATE IDENTITY AND EVENT DESIGN FOR LAUNCH OF BLUEYONDER WORKWISE. HEADED UP WINNING PITCHES FOR DISARMCO AND WIMPEY HOMES INTRANET CONTRACTS. DESIGN OF ONLINE PROMOTIONAL MATERIAL FOR MICROSOFT

TIE RACK (RETAIL - LONDON) SENIOR DESIGNER/CREATIVE
(SOLE CONTRACTED DESIGNER 10.99-09.00)
BRAND STRATEGY/IDENTITY, REBRANDING, DESIGN AND ART DIRECTION, POS, ADVERTISING, DESIGN FOR PRINT FOR WORLDWIDE NETWORK OF 450 STORES

TRIUMPH DIGITAL (DIGITAL PHOTOGRAPHY - LONDON) SENIOR DESIGNER
FULL TIME / 09.98-09.99
DESIGN, ART DIRECTION, DIGITAL PHOTOGRAPHY, RETOUCHING, LARGE FORMAT REPRO