



# PAUL SELBY

## GRAPHIC DESIGNER

### PROFILE

As a person, I'm friendly, easy going and generally a good laugh. I'm also a very active person, mostly gravitating towards outdoor sports. These days it's predominantly climbing, but I still occasionally get out on my mountain bike and I try to ski as much as I can.

I would also class myself as a bit of a nerd, I just really enjoy learning new things. If there is anything that I don't know how to do, that's just a cue for me to figure it out.

In general I like to keep busy and I'm happiest when I've got a project to be getting on with. I'm hard-working, never afraid to get stuck in, and always happy to help other people.

### SKILLS

Photoshop	●●●●●
Illustrator	●●●●●
InDesign	●●●●●
After Effects	●●●●○
Cinema 4D	●●●○○
Blender	●●●●○
html5	●●●○○
css	●●●○○

### EDUCATION

**UNIVERSITY OF YORK**  
**BSc Hons** Maths and Finance

**WILSON'S SCHOOL**  
**A Level** Business Studies: A,  
Maths: B, Media Studies: A  
**GCSE** 1 A\*, 5 A's, 5 B's

### CONTACT

- [paul-selby.co.uk](http://paul-selby.co.uk)
- [paul@paul-selby.co.uk](mailto:paul@paul-selby.co.uk)
- [linkedin.com/in/paul-selby](https://www.linkedin.com/in/paul-selby)
- [behance.net/pdselbya964](https://www.behance.net/pdselbya964)

### EXPERIENCE

#### LIVESCORE

**Senior UK Creative Manager**

(Dec '21 - Current)

**Senior Designer**

(Sept '19 - Dec '21)

DIGITAL PRINT MOTION EVENTS

Forming part of the small initial design team after the company split, I played an integral role in the department and have been influential in it's development. Now that the team has grown, I manage a team of designers, providing support and guidance to allow them to do their jobs to the best of their abilities. Producing mostly digital output, the work also covers print ads, motion graphics and event sponsorship artwork. I also work closely with the Creative Lead, Senior Copy Writer and Marketing Design Manager to work on larger campaigns and to help develop the brands further. I was also a key part in the rebranding of the Virgin Bet, LiveScore and LiveScore Bet brands, helping to develop the initial concepts into a full suite of assets to use across all of our marketing channels.

#### GAMESYS - MICE AND DICE

**Marketing Designer**

(Jan '19 - Sept '19)

DIGITAL PRINT

Working in the marketing department on various UK and US gaming ventures, including Heart Bingo, Virgin Games and Monopoly Casino. Participating in briefing meetings alongside copy writers to develop ideas for promotions and feeding back to colleagues at the design stage. Designing static and interactive promotions as well as print mailers, including the creation of bespoke 3D assets. Working with in-house and external developers, to ensure that interactive elements function and look as intended.

#### NORTHERN & SHELL

**Senior Designer**

(Apr '16 - Nov '18)

**Graphic Designer**

(Apr '11 - Apr '16)

PRINT DIGITAL MOTION BRANDING EDITORIAL EVENTS

Working as part of an in-house design team, across a range of household print and digital brands, such as the Daily Express, Daily Star, Channel 5 and OK! Magazine. I handled many different projects across various mediums. Working on every aspect of a project, both individually and collaboratively. Dealing with internal and external clients and providing valuable input during creative meetings to help produce unique ideas and strategies for pitches to potential clients.

#### MAIL ONLINE

**Picture Researcher**

(Jan - Apr '11)

DIGITAL EDITORIAL PICTURE RESEARCH

As part of the picture desk, I sourced images and produced composites for one of the most visited news sites in the world. This involved a high level of work output with extremely tight deadlines. Finding suitable pictures and using Photoshop to produce composite images to display the different elements of the particular story.