LEIGH McGOLDRICK-SMALL

Graphic Designer

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Profile

During my career I have been designing motion graphics for some of the UK's most loved and diverse TV programmes. With an extensive experience of idea generation, branding, creative software, post-production, live broadcast, design, print and online.

I have designed for hard hitting news programmes (*ITV News*), breakfast (*Daybreak, Good Morning Britain*), softer magazine style shows (*Lorraine, This Morning, Stephs Packed Lunch*), topical chat shows (*Loose Women*), glitzy primetime awards shows (*BBC Sports Personality of The Year*) and fast-paced sporting content (*BBC Sport*).

In 2021 I took on a full rebrand of BBC Sports football coverage, including *Match of the Day, Match of the Day 2* and the BBC's coverage of *Euro 2020* and the *FA Cup*. This project was done completely remotely.

The many rebrands and refreshes I have designed have allowed programmes to keep all designs (and its assets) in-house saving money and all whilst building the reputatuon of the department.

As a freelancer jumping across many teams I pride myself on being a nice empathetic person who has the ability to work with all types of people.

Key Skills

- Extensive background in broadcast working under pressure and to tight deadlines.
- Highly experienced in Adobe CC; After Effects, Photoshop, Illustrator.
- Designing within and adhering to multiple brand guidlines at any one time.
- Experience of leading projects and teams, ensuring all deadlines were met.

Education

- **University of Derby**
  2004 - 2007

  (BA Hons) Film and Television Studies 2:1

References

- Available on request

Employment

- **Freelance, Stockport UK**
  May 2018 - Present

  Freelance Graphic Designer

  - Regular clients include BBC, ITV, Channel 4 and Chapter 3.
  - Working on longer lead projects as well as day-to-day tight turnaround briefs.
  - Full rebrands include:
    BBC Sport News, BBC Sportsday, Match of the Day, Match of the Day 2, MOTD Live (core branding to all BBC Football live output; Euro's, World Cup's, FA Cup etc)

- **ITV Daytime, London UK**
  January 2016 - April 2018

  Lead Designer

  - Leading, mentoring and designing within a team of creatives for both short and long term projects across ITV Daytime's broad programme schedule.
  - Brand refresh: *Good Morning Britain.*
  - Rebrand: *Lorraine* including titles and all on-screen graphics.
  - Oversaw the department expansion taking on *This Morning* and *Loose Women.*

- **ITV Breakfast, London UK**
  May 2012 - December 2015

  Graphic Designer

  - Working as part of a team creating graphics for *Good Morning Britain* and *Lorraine*, as well as the in-house promo and competition teams.
  - Rebrand; *Lorraine* including logo, titles, on-screen graphics and update to all regular strands.
  - Branding; *Lorraine's High Street Fashion Awards 2015* including all broadcast, print and live events graphics.

- **ITV Tyne Tees and Border, Gateshead UK**
  January 2008 - May 2012

  Graphic Designer

  - Designing content for ITV's daily regional news programme, taking briefs from the editorial team.

- **ITV Central, Birmingham UK**
  October 2007 - January 2008

  Trainee News Graphic Designer