

CV 2025



Ed Way

Creative Lead/Studio Manager/Art Director

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edwardway77@gmail.com

20+ years experience working as a commercial graphic designer predominately in the sport and entertainment sector:

Rugby Football Union | Australian Rugby Union | International Management Group

RFU. **2012-2018**. London

ARU. **2004-2007**. Sydney

IMG. **1999-2004**. London



SELF EMPLOYED: Anyway Creative 2018-now Kent | **Spraydesigns 2007-2012** Sydney & London

A **strategic, creative** and **organised** operator with a successful history of working with some of the world's top sports brands. An appetite to be innovative, challenge convention and to explore new ideas which are creatively brave. An integral brand ambassador with expertise in guardianship, sustainability and

development. A reputation for implementing brand protection with a strong focus on delivering high quality concepts that break through the market, enhance the profile and engage with existing and new customers.

A PRINT & DIGITAL DESIGN SPECIALIST, BORN WITH A NATURAL DRIVE TO INSPIRE, TO EXPERIMENT, TO BE RELEVANT AND TO STAND OUT.



RFU

2012-2018

Headed up the internal design studio managing a team. Responsible for the creative within the business, producing design collateral and materials for all departments - from social graphics through to OOH 96 sheets.

Involved in the strategy, production and delivery of the new brand roll-out across multi channels and integrated campaigns. Produced original designs that not only aligned to the brand but spotlighted all

aspects of the game in an engaging and identifiable manner. Provided all departments with a creative injection to help them reach their goals as well as maintain one look for the business. Brand consistency was met, resulting in enhanced customer relationships, rugby community growth and a stronger reputation.

Worked with external partners, agencies and suppliers to introduce new initiatives ensuring the

objectives set were reached. Initiated the brief system internally allowing a smooth trafficking process for all jobs, ensuring deadlines were met and priorities documented. Reported to the head of Marketing and worked closely alongside the brand, event and content managers.

Creative lead in the 'Game of our Lives' campaign. Seen below on the RFU office frontage.



Design of company annual reports (5), strategic plans (2), manifestos, financial documents and presentations. Full identity and roll-out for The London Sevens across multi-channels. Identity and brand world creation for England Rugby Hospitality. Twickenham Stadium branding, fan engagement activations and match-day experience. Design and management for the stadium's IPTV system. Debuture identity, brand roll-out and sales brochures. Branding of England Training Centre, meetings with senior management. Marketing integrated campaign creative for all events through print, social, online and outdoor. Design of newsletters, collateral, signage, POS, brochures and promotional items. Identities for new programmes working with the commercial partnership team. Logo design for all RFU tournaments and programmes, including the production of full supporting guidelines. Identity, interior design and layout input for the spaces in the new East Stand. Email marketing, social and web content production.

RFU Achievements



Design of 5 RFU Annual Reports. Creative lead from initial brief through to print completion including all design layout, brand security, illustration, image correction and typography.

Evolution, development, protection and implementation of the brand.

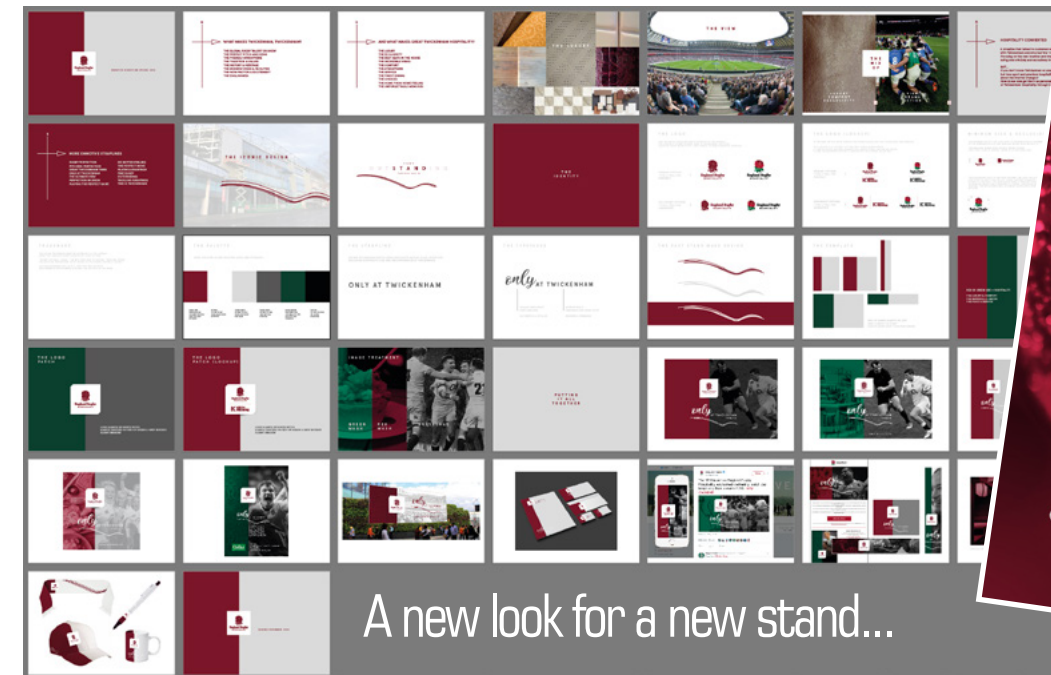


HSBC LONDON SEVENS 2018

Full identity, design and multi-channel roll-out.



Identity & brand world creation for England Rugby Hospitality



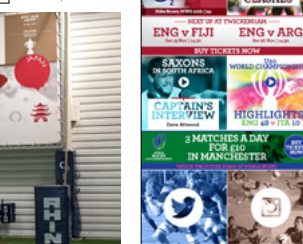
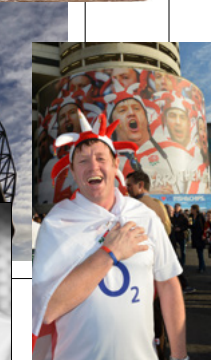
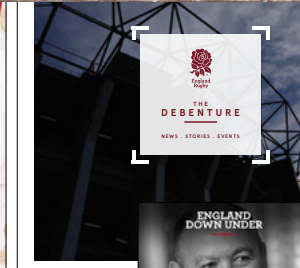
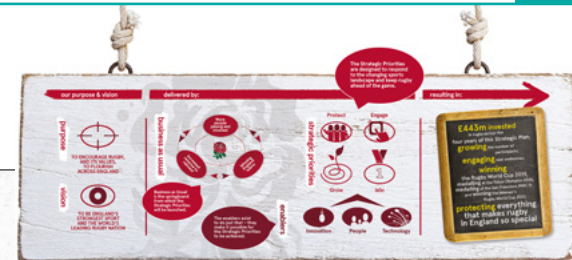
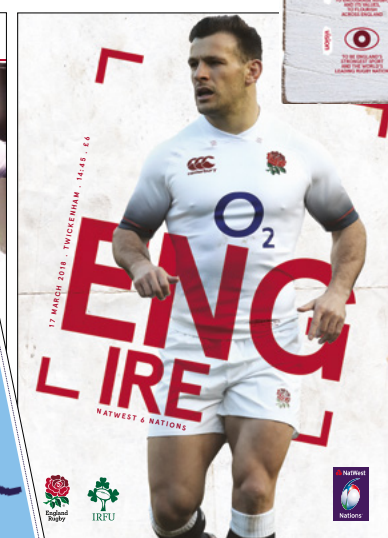
A new look for a new stand...



Logo Design

Identities for various tournaments & programmes, including production of full supporting brand guidelines

OTHER



Anyway Creative was established, in August 2018, as a design consultancy to support businesses with their creative needs. Its purpose is to work with brands who do not necessarily have the creative luxury or design expertise in-house. With past experience of working within internal marketing teams as well as a clear understanding of how the creative cog fits, I am well placed to offer up ideas and answer creative briefs which align to wider strategic priorities. The business's foundations are based on clarity, collaboration and efficiency, with clients seeing me as 'an extension of their team' and seeing Anyway Creative as a partner they can trust.

Past & current clients include:

| | |
|-------------------|----------------------|
| England Rugby | The Jockey Club |
| World Rugby | BOA |
| Premiership Rugby | Team GB |
| Harlequins | Team England |
| Bath Rugby | Henley Royal Regatta |
| MCC | FA |
| IMG | LTA |
| W Series | ITIA |
| Badminton England | |

anywaycreative.com

Spraydesigns

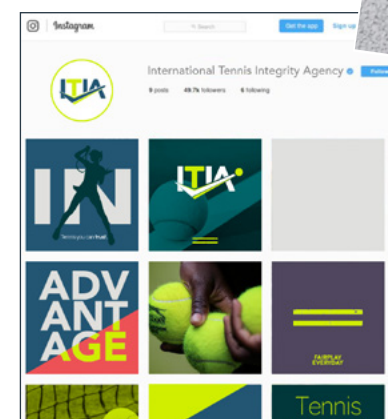
Spraydesigns was set up in 2007 catering for all graphic design needs and briefs. It focused on providing and delivering effective solutions for many clients including: Wasps, Vodafone, McLaren Mercedes, OMD, European Tour, Ryder Cup, Adams Park, Laureus, CAA, Savills, CBRE and Perform Group. I worked very closely with the client and brief ensuring that the best tailored communication material was achieved.



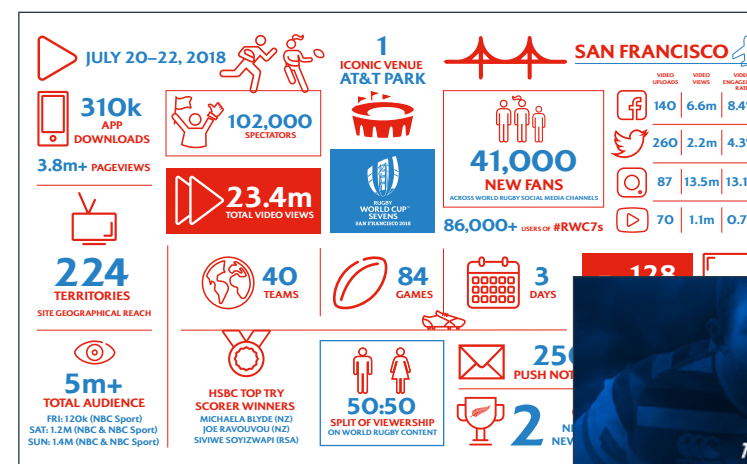
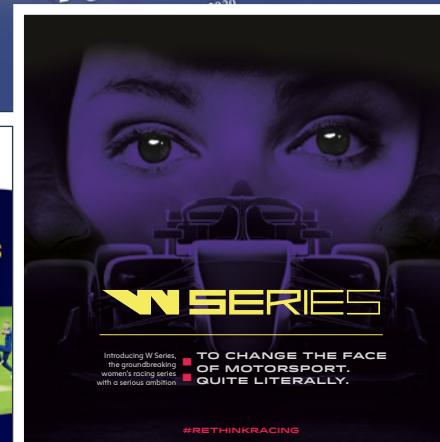
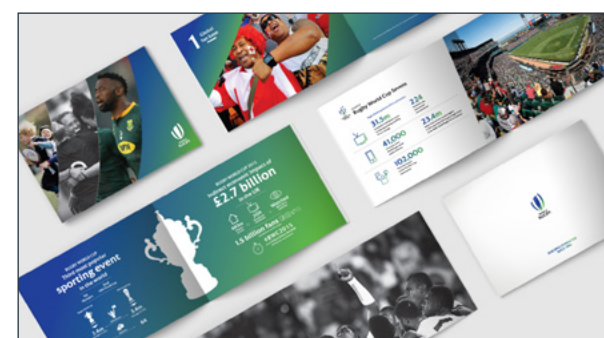
On 1st January 2021, the TIU was subsumed into the International Tennis Integrity Agency (ITIA) which became an independent body established by the International Governing Bodies of Tennis to promote, encourage, enhance and safeguard the integrity of professional tennis worldwide.

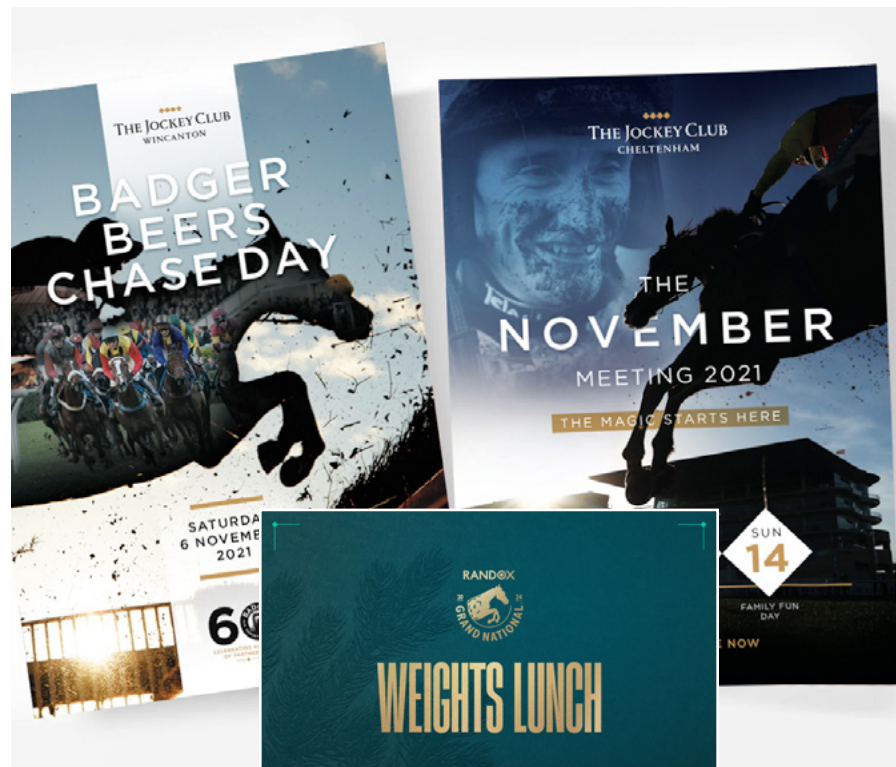
The brief: To redefine & redesign the ITIA brand for today's world.

Audit & research. Strategy - vision, brand positioning and proposition. Creative development and identity. Full brand guidelines and toolkit. Website. Annual Report. Supporting documents and posters. Office templates & stationery. Email and digital assets.



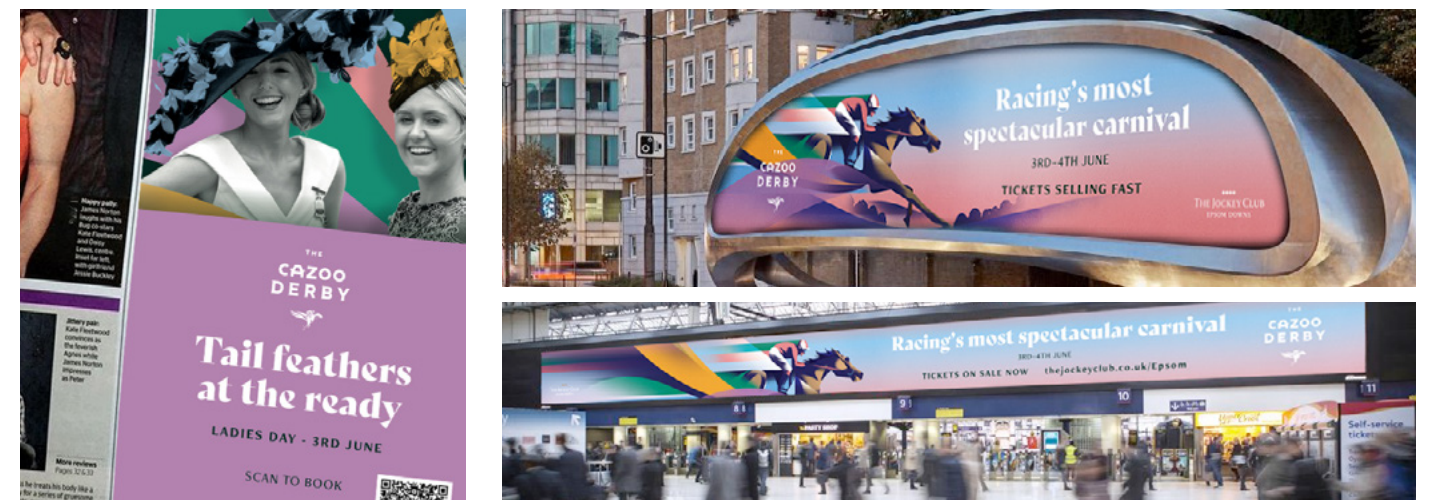
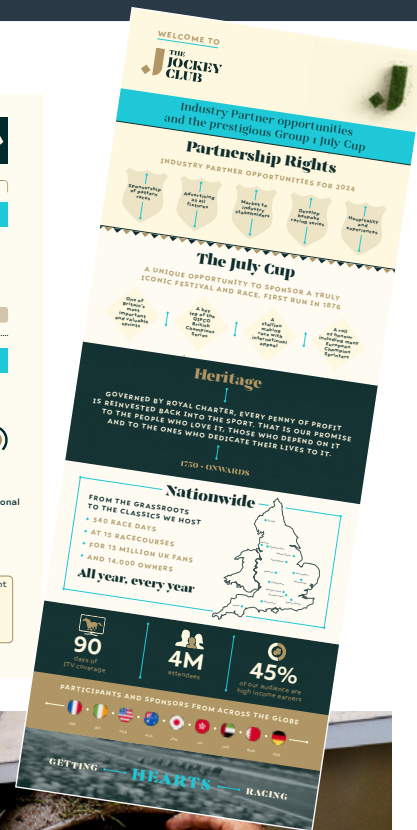
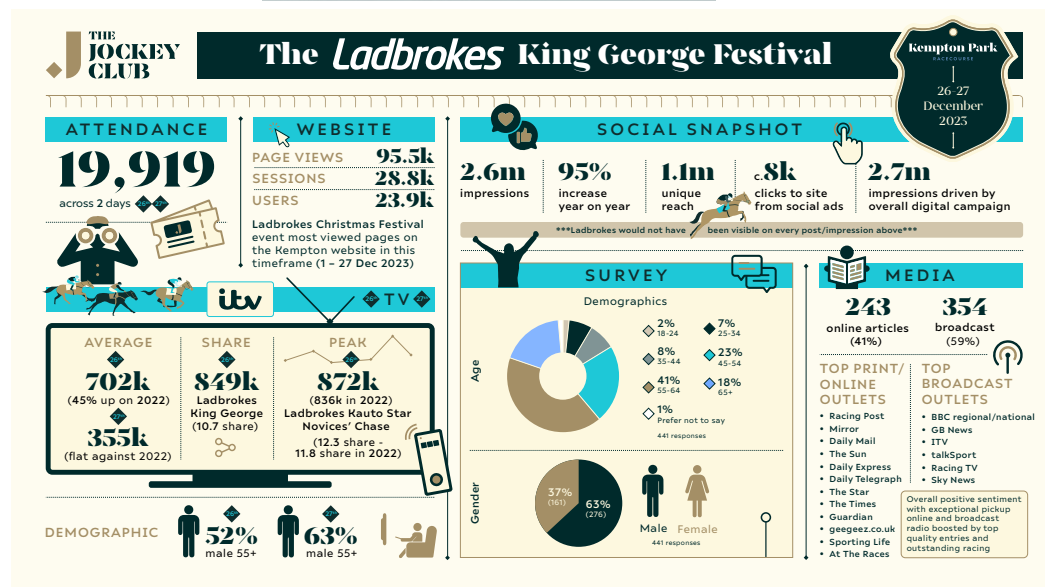
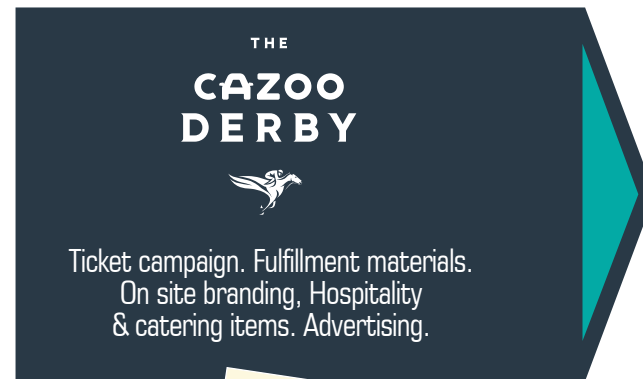
Tennis
you can
trust.





THE JOCKEY CLUB

Ads - print, online, OOH
C&E look & feel
Digital assets
Presentations
Brochures
Sales materials





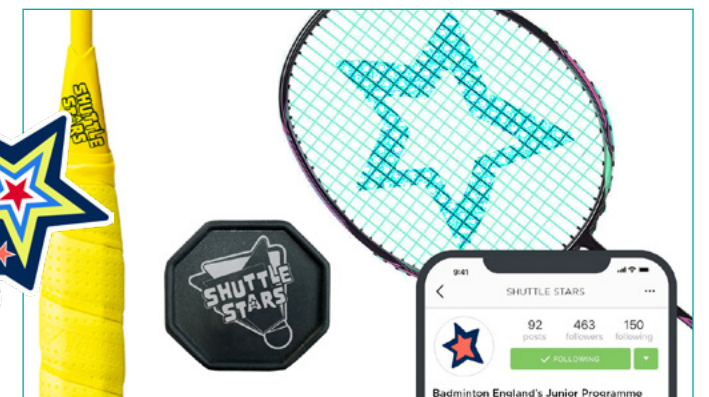
BADMINTON ENGLAND - REBRAND

Badminton England had a brand which was seen as dated, limited, basic and inflexible. With the creation of new brand identities for Badminton England's owned programmes and competitions, the time was right to revitalise the Badminton England master brand itself with creative appeal and inclusivity.



SHUTTLE STARS - BRAND STRATEGY & IDENTITY

Shuttle Stars is Badminton England's exciting new junior participation programme, designed to introduce badminton as a fun, friendly, accessible and inclusive sport to a younger generation, aged between 5 – 11 years.



Past Employment

At both the ARU and IMG I worked in-house managing the creative and ensuring **brand consistency across all departments and projects**. I worked with many sporting personalities and at various events. I also helped in a non design capacity, assisting with marketing needs at launches and on match-days.

Prior to me working at the ARU there was no position in-house. All creative was distributed to a range of suppliers, which led to mixed communications

and inconsistent brand messages.

My role was to work together with one external agency bringing the executions in-house, ensuring the creative 'look and feel' was rolled out internally throughout the day to day requirements.

Clients at IMG included Wimbledon, The Open, The Ryder Cup, World's Strongest Man, OTAB, TWI, ICC, Superstars, Wembley Stadium as well as design work for all global departments.



ABILITY TO CREATE INTEGRATED DESIGN SOLUTIONS ACROSS PRINT & DIGITAL PLATFORMS

Excellent graphic design skills - a clean and uncluttered style.

Extensive industry experience with proven track record.

Thorough knowledge of print production processes and materials.

Art direction, inspiring others and leading brainstorming sessions.

Comfortable working autonomously or as part of a team.

Ability to brief agencies and suppliers on creative requirements.

A strong focus on typography.

Wide experience working with existing corporate guidelines.

ATTRIBUTES...

Ability of juggling numerous briefs at once with tight deadlines.

Never compromising on attention to detail.

Experience in working on OOH and large format advertising.

Up to date knowledge of the current design market and user of social platforms.

Friendly, professional, loyal & enthusiastic.

Creative will be remembered for the right or wrong reasons but good creative will never be forgotten, only copied. Simply, marketing can never be effective unless and until it is appealing, it can only appeal once it is creative.

Skills

Adobe Creative Suite
Photoshop, Indesign
Illustrator, Acrobat
Microsoft Office
Mac



Education

95-99 UWE, Bristol - HND Graphic Design & Visual Communication.
90-95 Radley College - 3 A Levels. 10 GCSEs.

References supplied on request



And a little
bit of fun
on the side... **DOG PRINTS**