



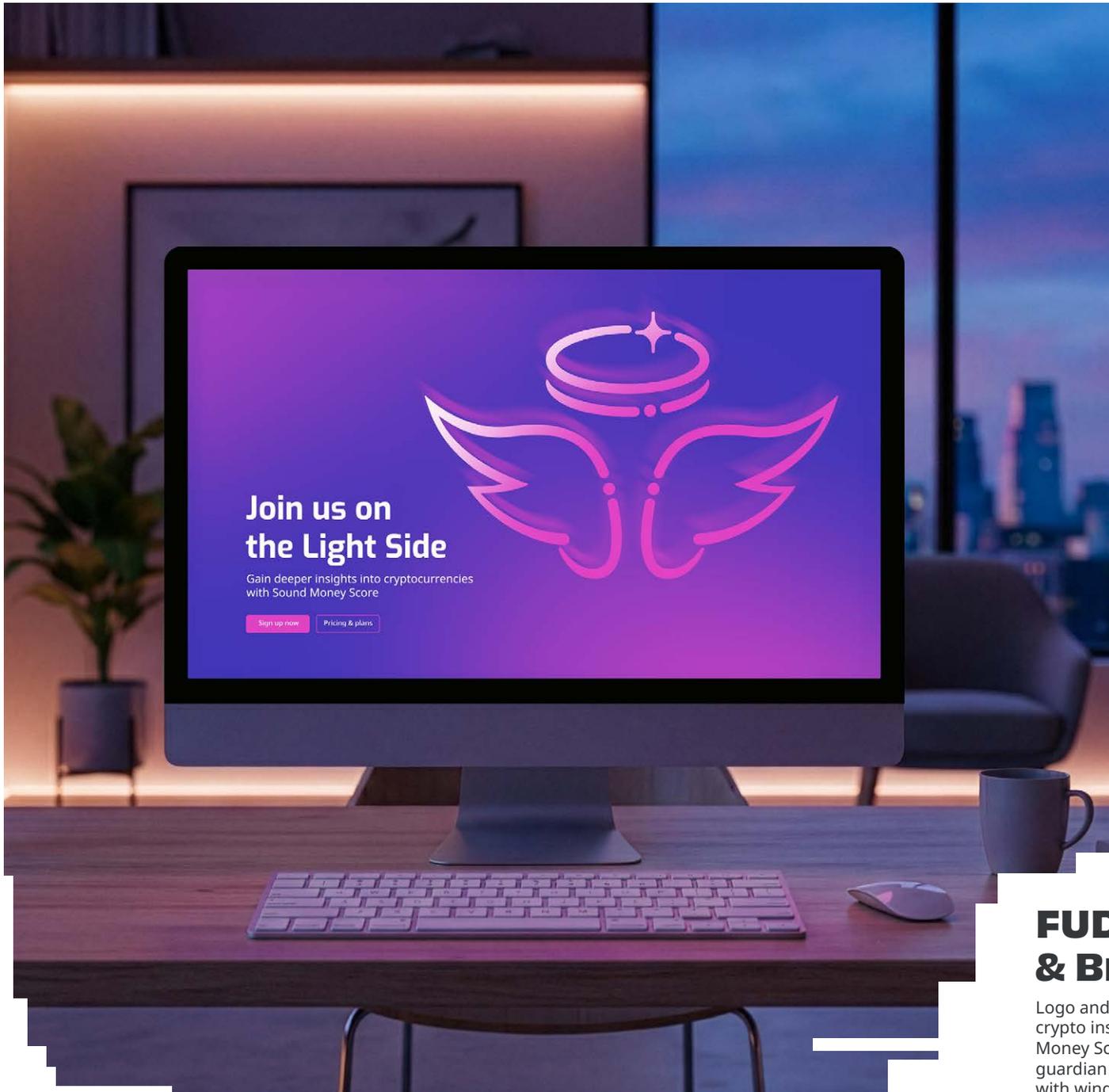
Brick On The Egg

Inventive creative direction, design, illustration and motion — shaped by a lifetime of making, drawing, and thinking differently.
Scott Bedford

Logo Design & Branding

Brand and logo concept and development,
brand guidelines, colour palettes, fonts,
imagery direction and usage.





FUDFOMO Logo & Branding (1/2)

Logo and brand identity for FUDFOMO, a crypto insights product suite, with Sound Money Score as the flagship product. The guardian symbol features a coin as a halo, with wings formed from two stylised "F"s.

FUDFOMO Logo & Branding (2/2)

The branding included a treatment that made use of a ghosted blur effect and distinctive gradient. It was put to good use as part of a social media launch campaign.



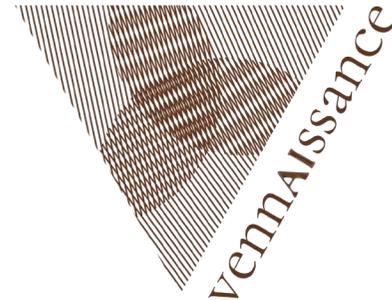
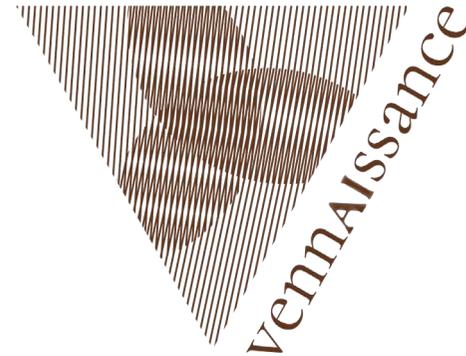
WINGNUT



Wingnut Logo & Branding

Wingnut is a fitness business whose owner chose the name due to her reputation for being bonkers (a wingnut) about training. The brief was to create a bold, brand (with a touch of playfulness) to compete with more established fitness coaching businesses.





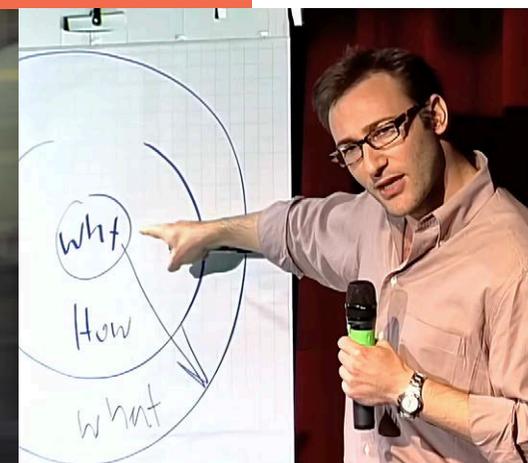
Vennaissance Logo & Branding

The logo centres on the idea of intersection. Three intersecting circles sit within a triangle, forming the "V" of Vennaissance. What makes the mark distinctive is the treatment of the circles: constructed from overlapping lines set at varying angles, they create a Moiré interference pattern. This visual tension reflects Vennaissance's disruptive mindset and its challenge to the status quo.



The Why Agency Logo

The Why Agency is a creative communications agency. Their new logo takes inspiration from Simon Sinek's 'Golden Circle', which frames 'What', 'How' and 'Why' as three concentric layers. This concept is distilled into a set of asymmetric concentric circles that place 'The Why' unmistakably at the centre. A bold, simple and intelligent mark that visually reinforces the agency's core philosophy.

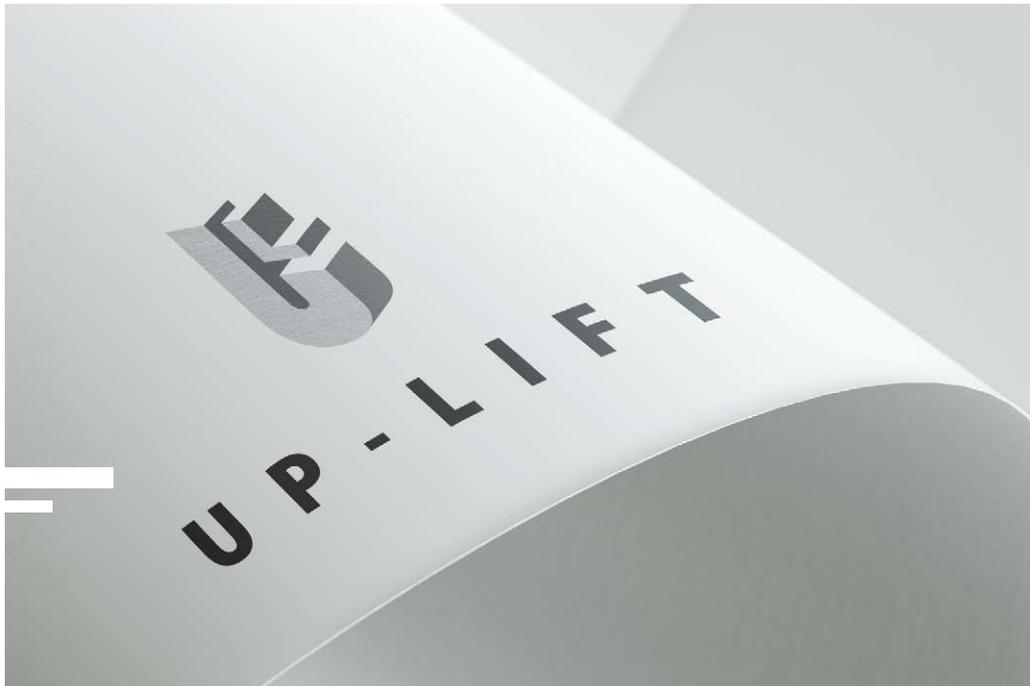






Various Logo Designs

A selection of different logo designs. The Black Swan Data logo was refined by a third party brand agency using my original concept.



Live Events

Concept and design of sets and event graphics.
Motion graphics and animation for use as intros,
walk-ons, speaker content or event branding.

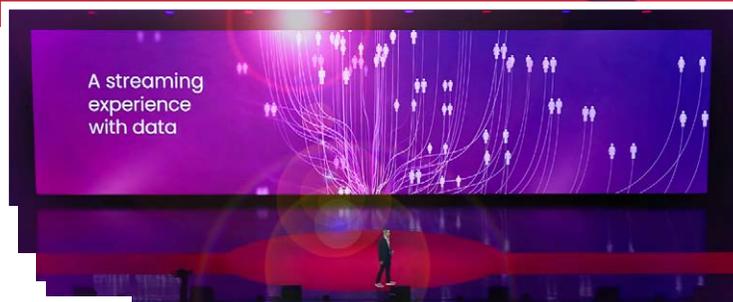


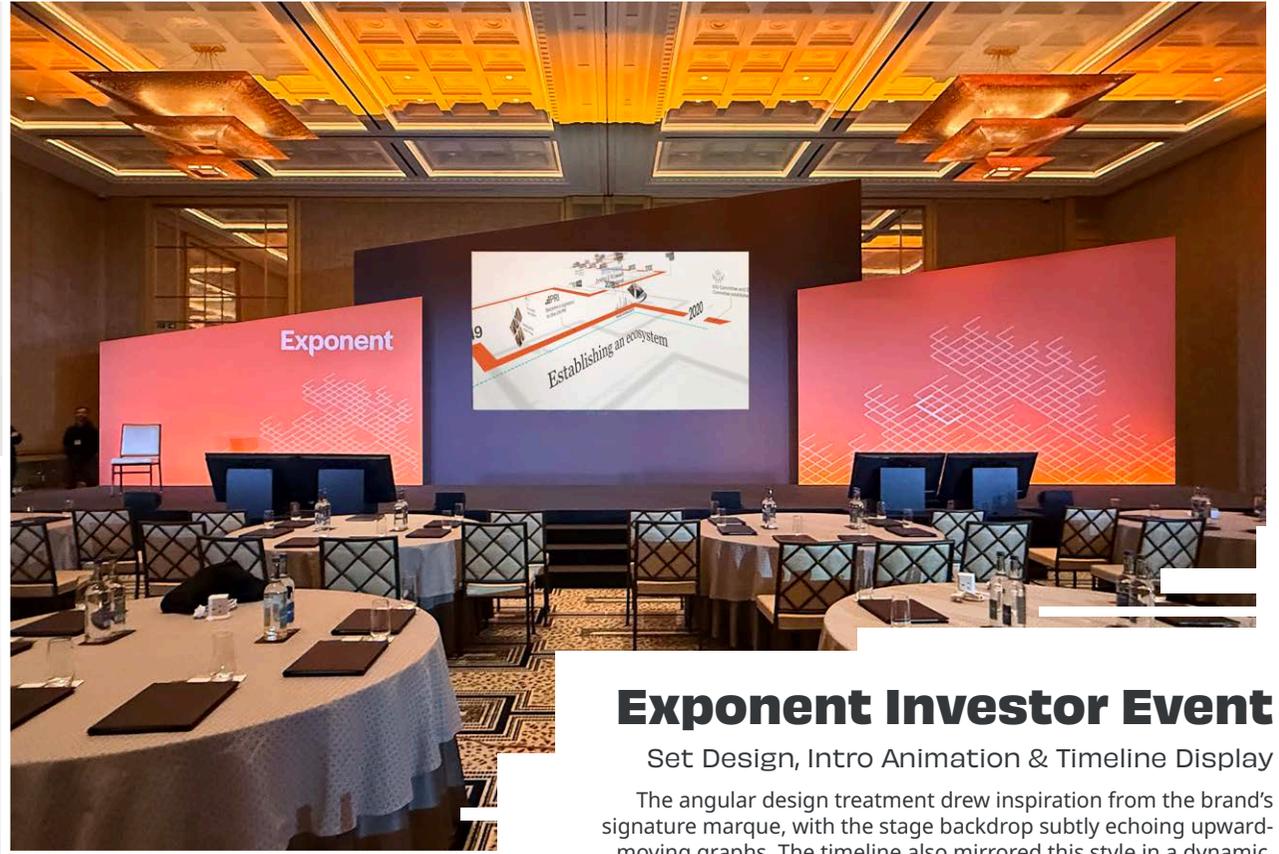
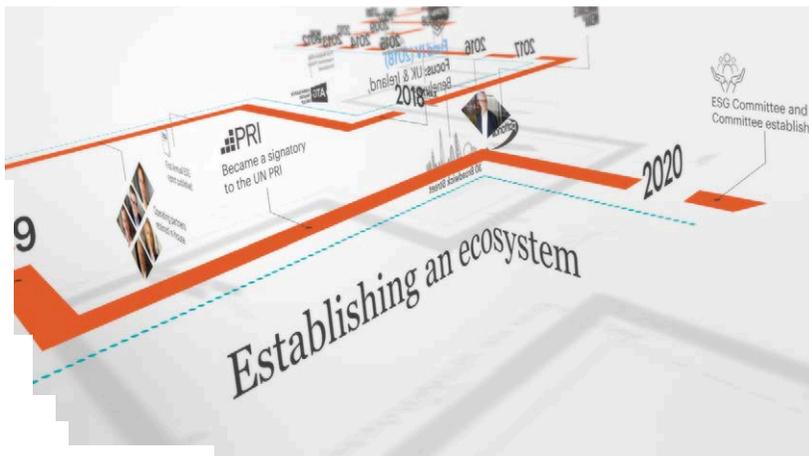
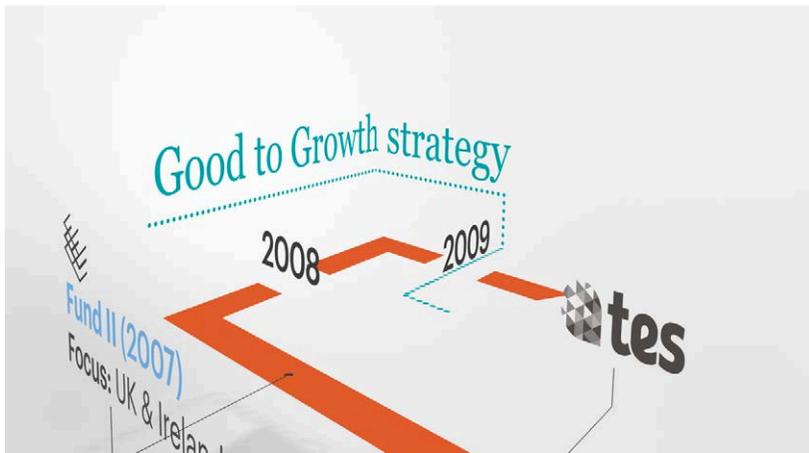
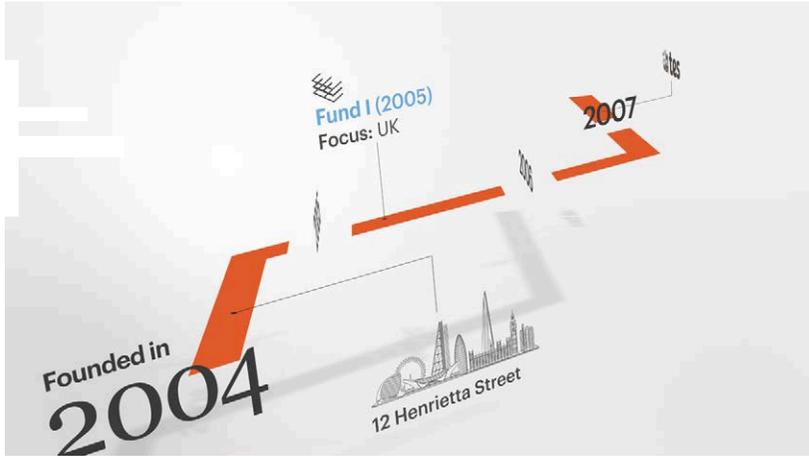


MicroStrategy Global Event

Animated Keynote Graphics

Concept, design, and animation of bold presentation visuals for MicroStrategy's annual event in Las Vegas, displayed on an 80-foot LED screen.

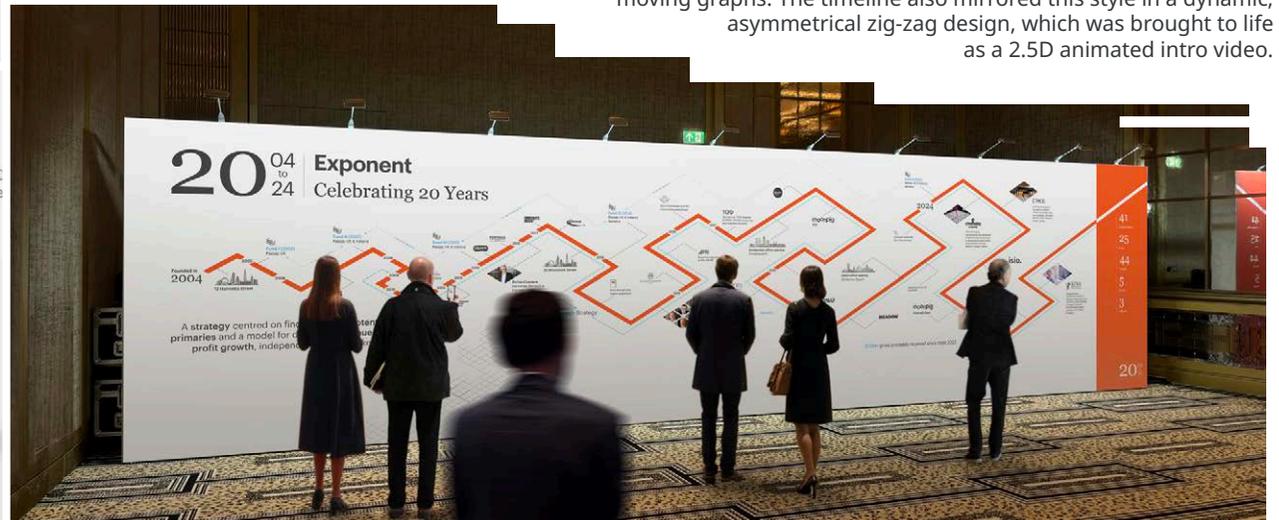




Exponent Investor Event

Set Design, Intro Animation & Timeline Display

The angular design treatment drew inspiration from the brand's signature marquee, with the stage backdrop subtly echoing upward-moving graphs. The timeline also mirrored this style in a dynamic, asymmetrical zig-zag design, which was brought to life as a 2.5D animated intro video.





SHL 2026 Global Kick-Off

Motion GFX for Broadcast
& Studio LED Screens (1/4)

Intros, stings, lower thirds as well as GFX for 5 LED totems and main screen. The approach centred on elegantly bringing to life clusters of rectangles and grids, key brand elements.





SHL 2025 Global Kick-Off

Motion GFX for Broadcast &
Studio LED Screen (2/4)

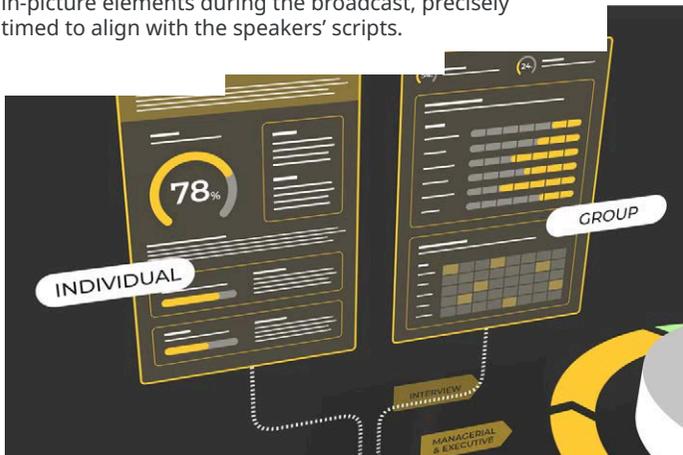
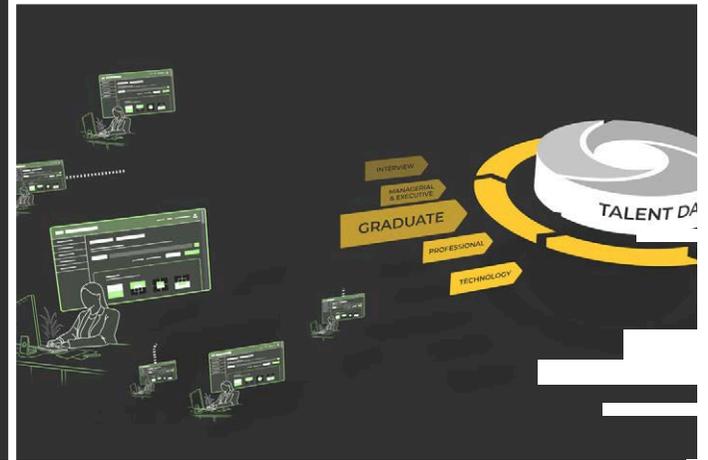
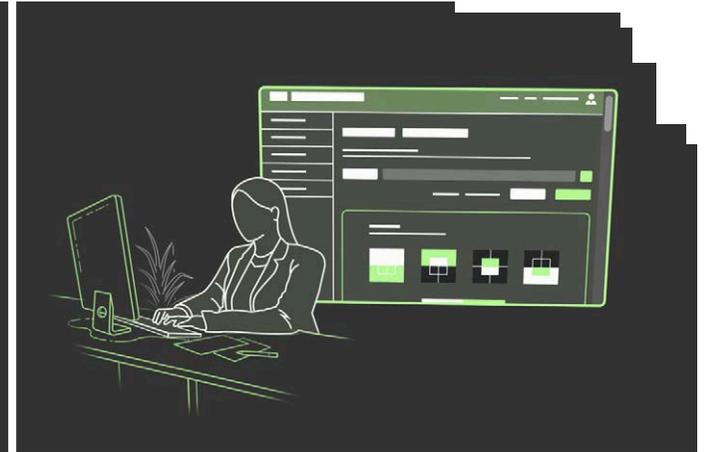
Countdown intro, stings, lower thirds as well as an 8m LED screen used as a studio backdrop. The concept centres on “connecting the dots”, reimagining SHL’s brand grid in a dynamic and innovative way.



SHL 2025 Global Kick-Off

Speaker Support Motion GFX (3/4)

Animations were created and displayed as picture-in-picture elements during the broadcast, precisely timed to align with the speakers' scripts.





SHL 2024 Global Kick-Off

Speaker Support Motion GFX (4/4)

Illustrated user journey, Divya's Story, was created as an animation and displayed as an overlay next to the speaker, the animation was precisely timed to align with the speakers' scripts.



Infographics

Static and animated infographics from concept through to final design, combining data storytelling with hand-drawn and vector illustration styles.

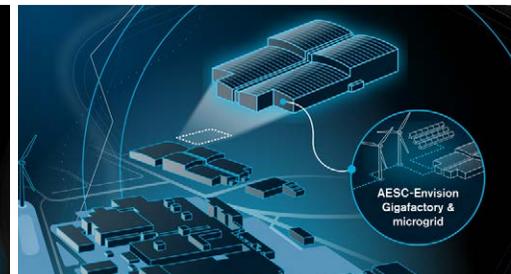




Nissan Press Comms

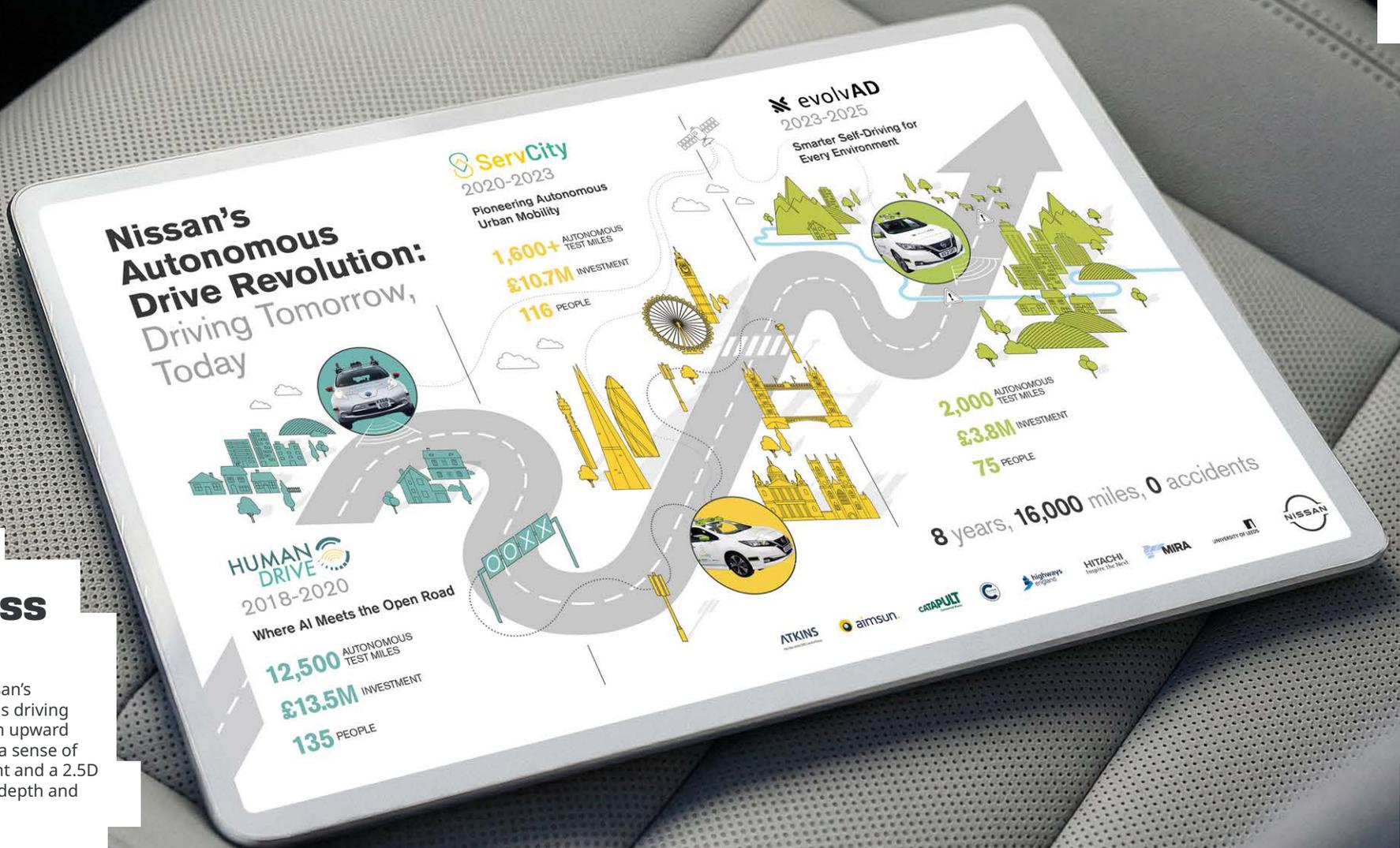
Static & Animated (1/4)

An infographic created to support Nissan's EV36Zero "Power of 3" press announcement. The treatment centred on a dark blue backdrop with spotlight elements, to create focus and visual impact.



Nissan Press Comms (2/4)

Infographic showcasing Nissan's commitment to autonomous driving over the last 7 years. Uses an upward arrow for the road, creating a sense of progression and achievement and a 2.5D graphic treatment to create depth and visual interest.





Nissan Press Comms (3/4)

An infographic timeline created to celebrate 40 years of Nissan Motor Parts Center. While showcasing major milestones, it loosely depicts the journey parts undertake; from shelf, to warehouse, to lorry, to ship. The distinctive colour palette was drawn from the Japanese cherry blossom logo.

Nissan Press Comms

Static & Animated (4/4)

Infographic designed to showcase Nissan's sustainability messaging. I reworked the original PowerPoint infographic from the brief, centring the design around planet Earth to create a stronger visual narrative.

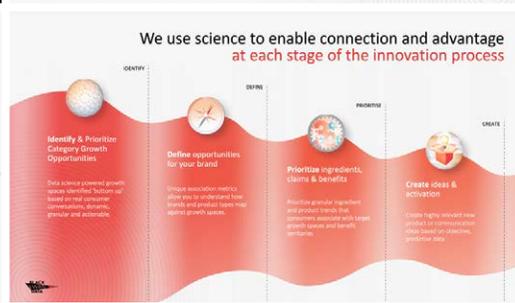
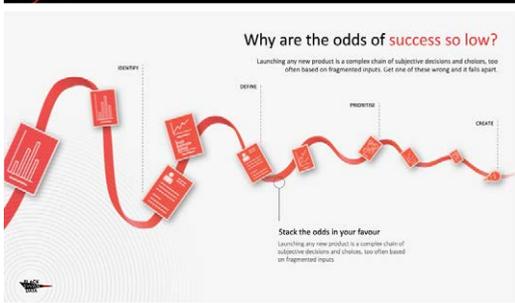
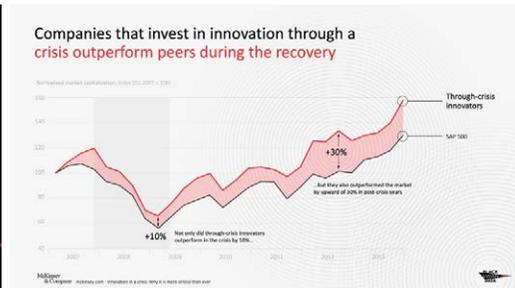




Presentations

Strategic presentation design with integrated video animation, designed to engage stakeholders, investors and clients.

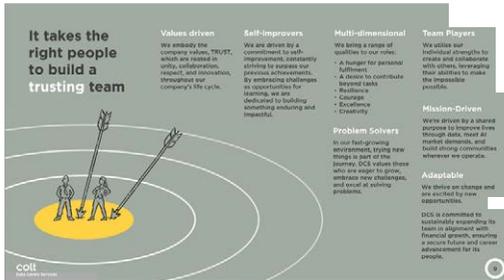
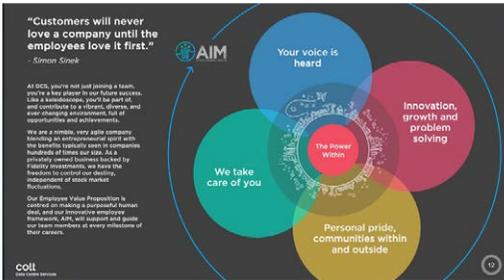
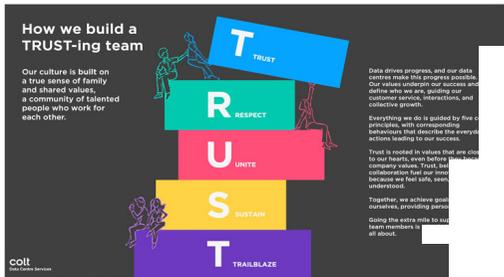
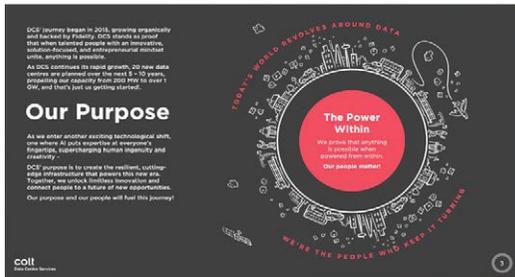
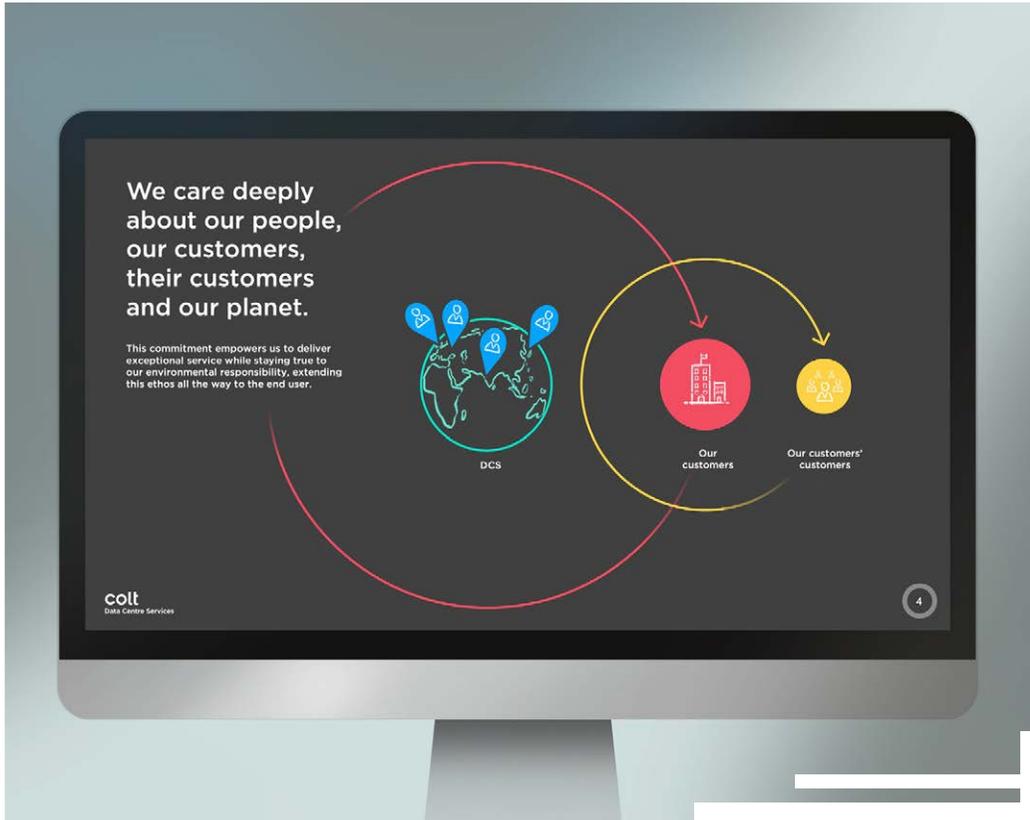




Black Swan Proposition Presentation

PowerPoint Incorporating Video Animation

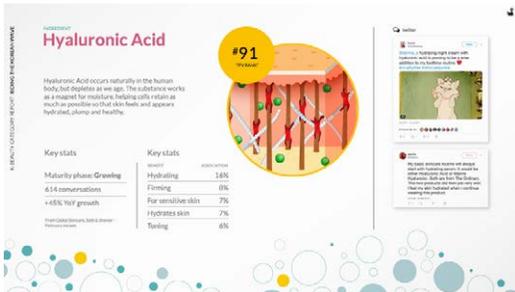
Visually engaging company proposition deck that uses video animation to demonstrate how Black Swan's technology can fix the broken innovation funnel. The presentation was created for a talk given at an industry event.



Colt Data Centre Services Employee Value Proposition

PowerPoint

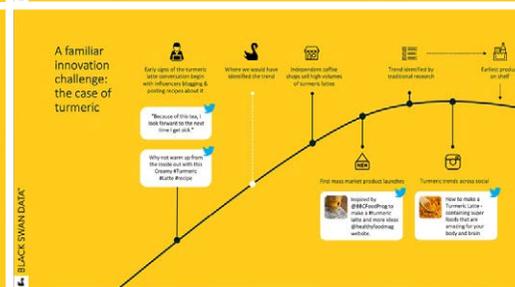
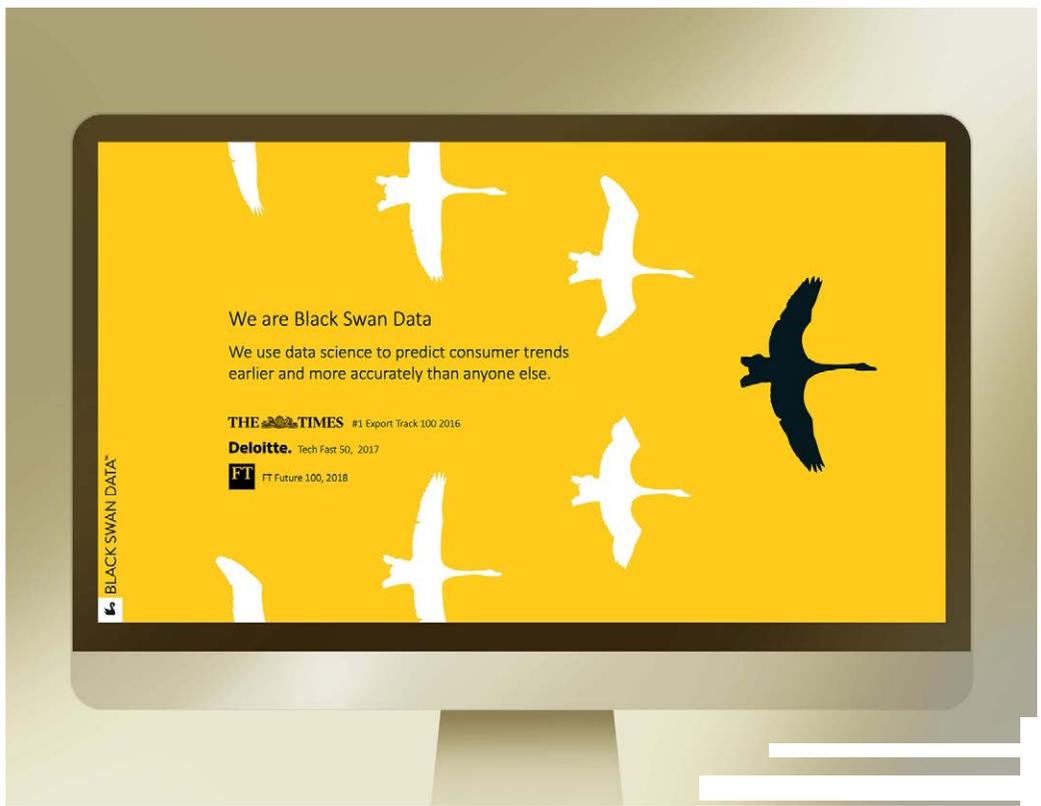
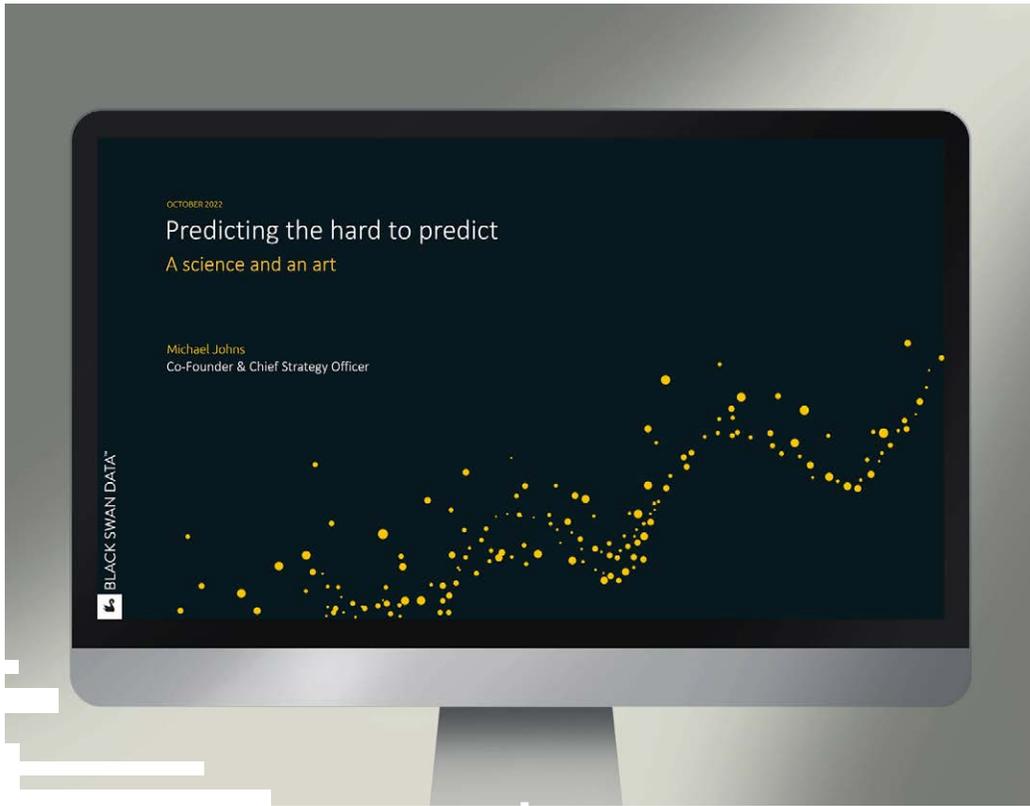
Employee value proposition created for a global Data Centre business, produced as a document and as an animation. Combines vector shapes with hand drawn illustration.



Black Swan Korean Wave Category Report

PowerPoint

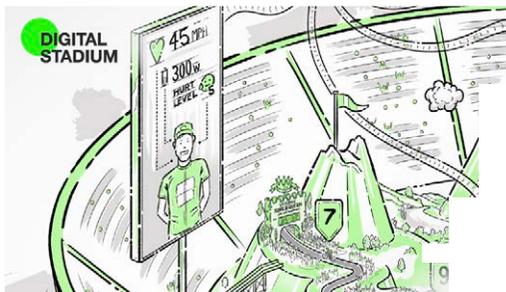
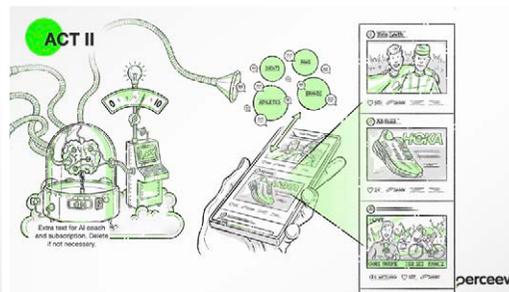
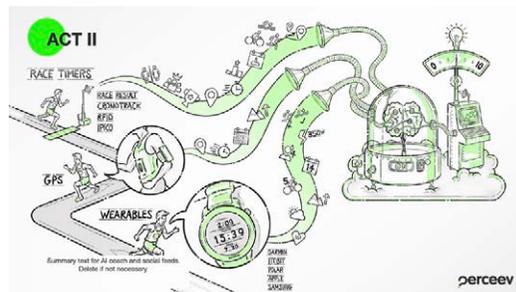
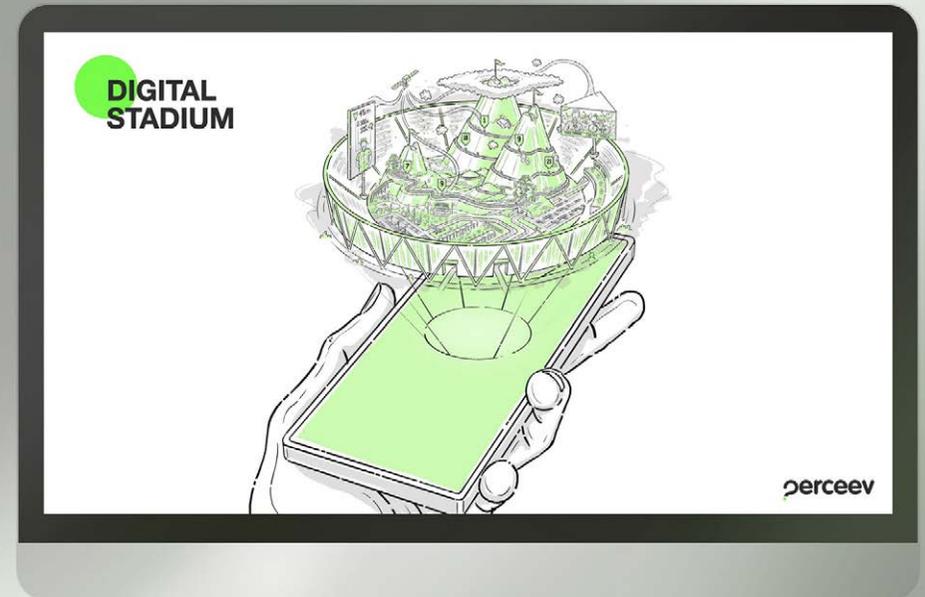
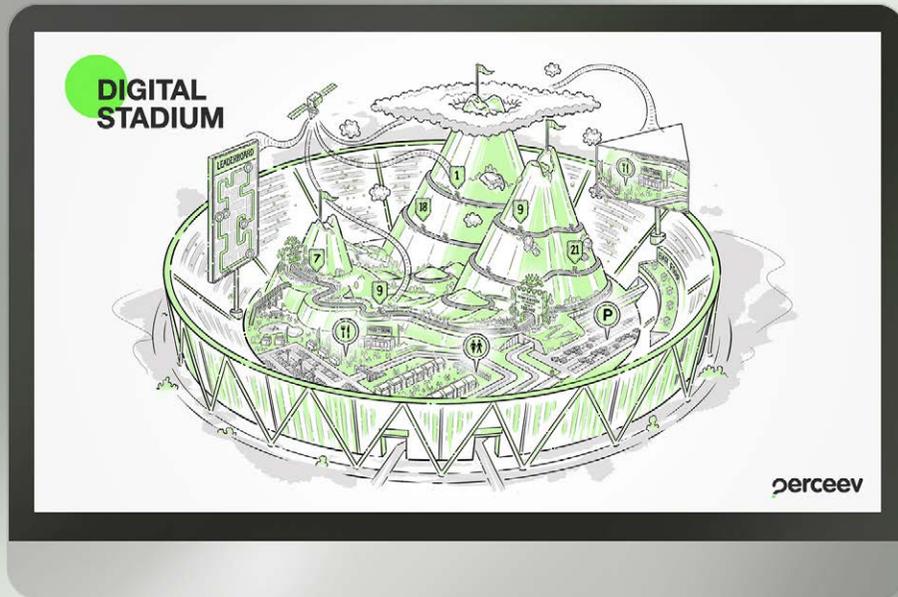
A bold and vibrant category report exploring the rise of the Korean Wave. Produced for Black Swan Data, it was designed as a PDF and used for generating new leads.



Black Swan Research Industry Event Presentation

PowerPoint

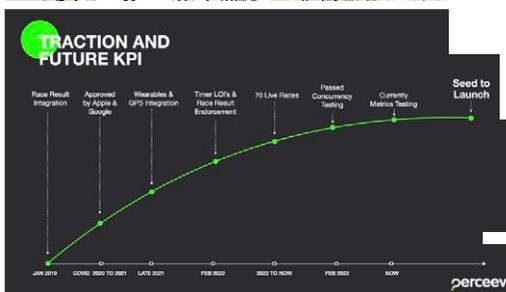
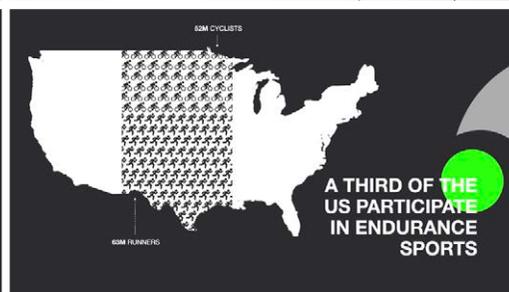
A bold and eye-catching presentation created for a research focused industry event.

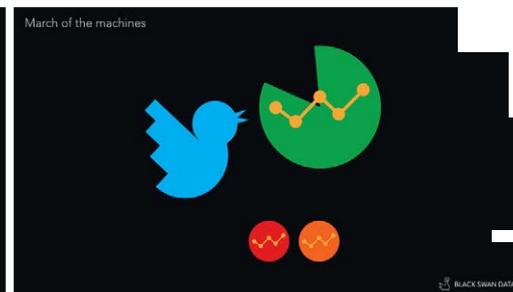
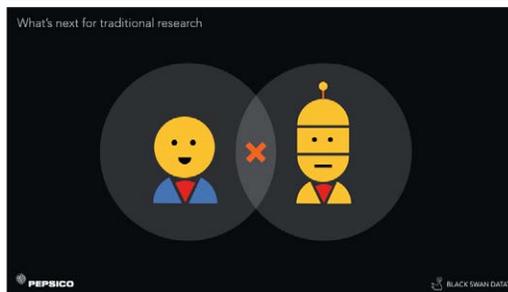
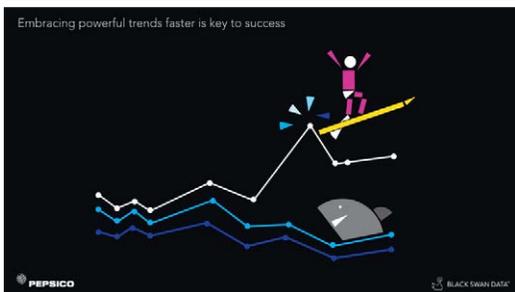


Perceev Investor Proposal Presentation

PowerPoint Incorporating Illustration & Video Animation

Unique investor proposal design for Perceev, an endurance sports start-up, which creatively blended hand-drawn illustrations and animation to visualise their digital stadium concept.





PepsiCo Cannes Advertising Festival Presentation

PowerPoint Incorporating Video Animation

Clever animation treatment, every graphic comprised of pie charts, bar charts and line charts. Animation created in After Effects and imported into PowerPoint as a series of separate video files.



Direct Mail

Concept-driven direct mail campaigns designed to cut through and deliver memorable, high-impact experiences.





Citrix Event Invitation

Invitation inviting senior executives to an exclusive event focused on security. The invite included a printed card, pen, paper, and Blu-Tack, wrapped with the message: "Find out how these items helped someone infiltrate a multi-million pound secure facility." At the event, the keynote speaker—the "People Hacker"—revealed how these everyday objects were used to breach a secure facility.

Find out how these items helped someone infiltrate a multi-million pound secure facility



Illustration

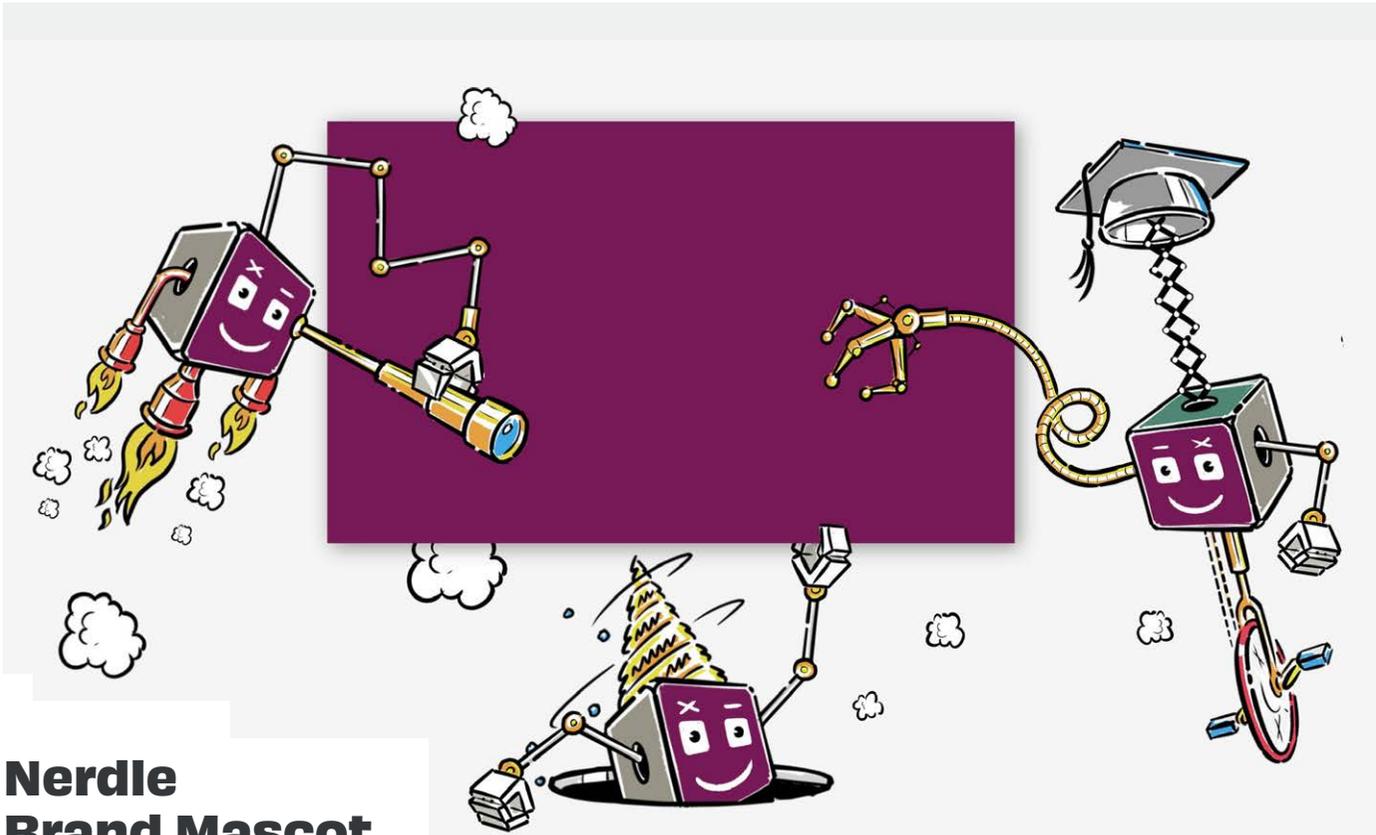
Inventive hand-drawn illustration with a low-tech mechanical vibe. Storyboarding for video.





Yell Storyboards

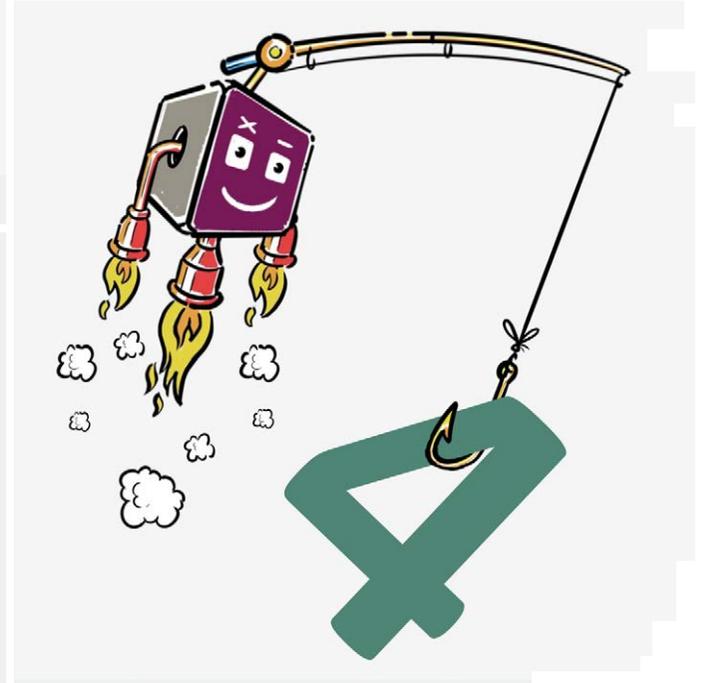
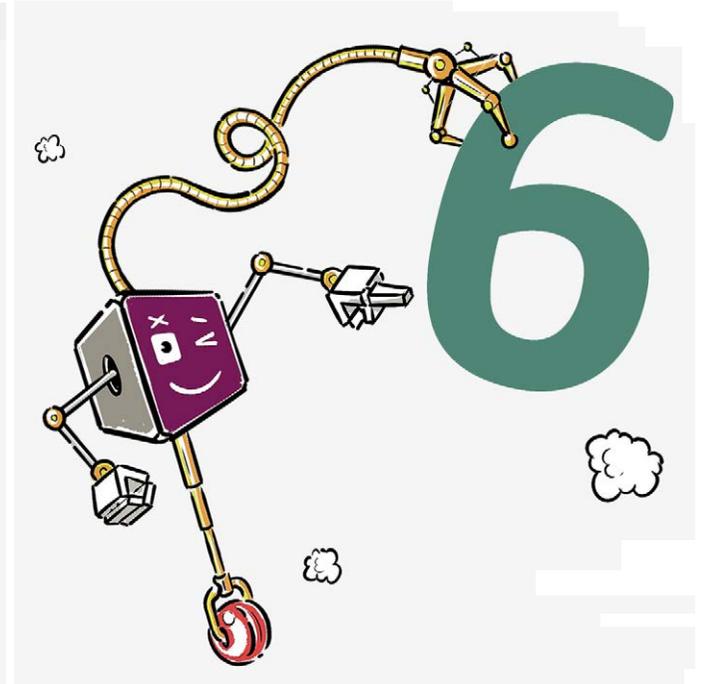
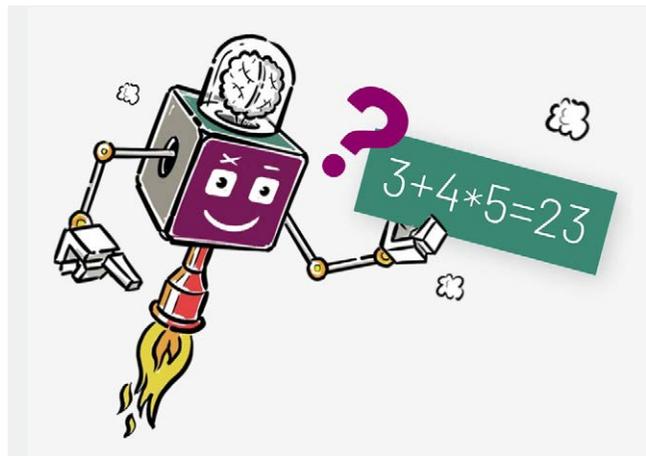
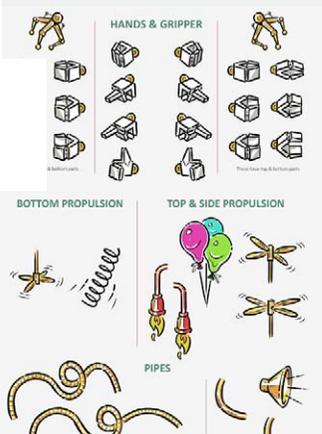
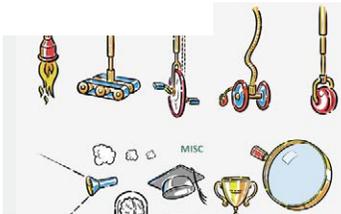
Selected frames from four storyboards commissioned by the creative agency producing a series of videos for Yell. The boards were developed from the director's thumbnail sketches



Nerdle Brand Mascot

Character Development & Illustration

Nerdle, the wildly popular maths version of Wordle, asked for a mascot styled on the Nerdle logo. The solution, an ingenious illustrated robot toolkit that allows the client to create 1000s of different Robot configurations.





Azarc Explainer Video

Whiteboard Illustration
& Animation

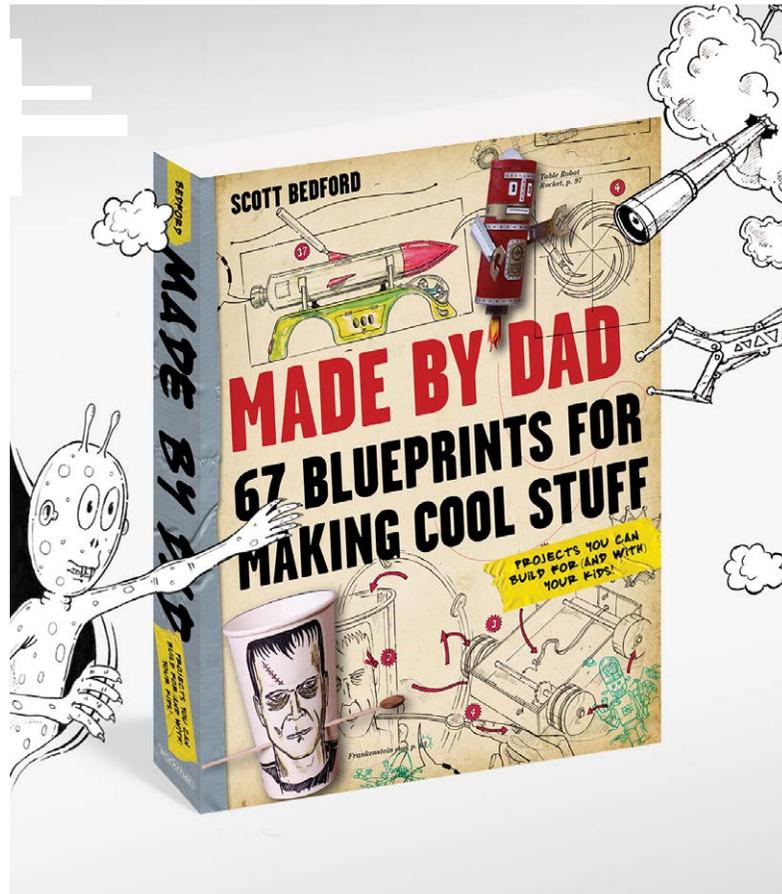
Azarc's technology platform makes global supply chain management easier, but it's challenging to understand. A branded whiteboard animation was created to sell the vision and explain the core concepts. It was used at the launch event.



Books

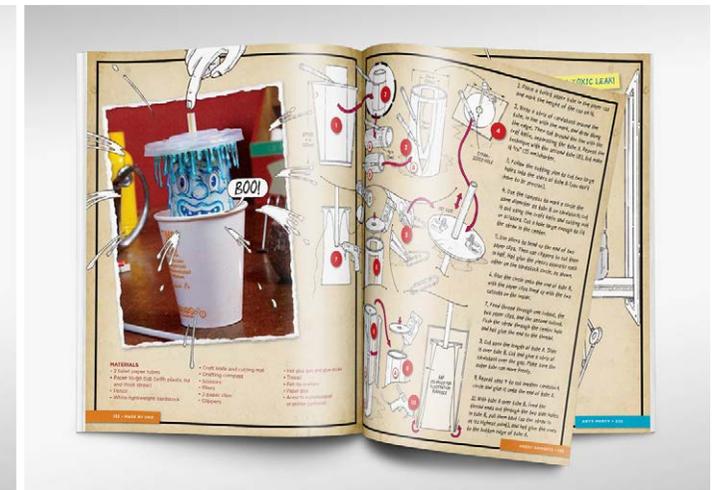
Ingenious project books, illustrated,
photographed and written by Scott Bedford.

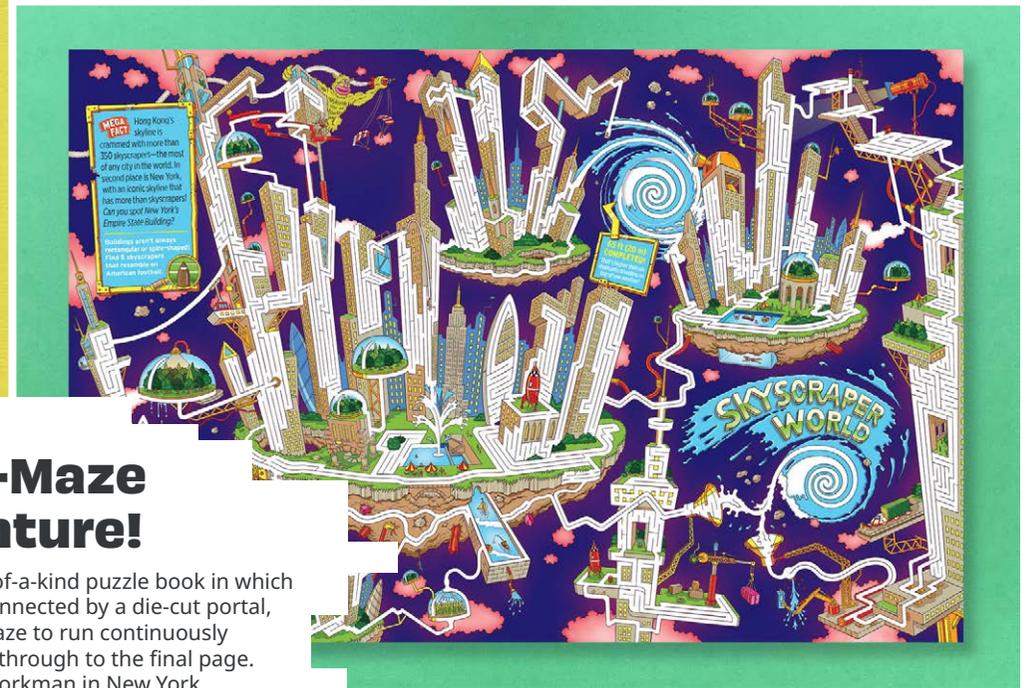




Made By Dad

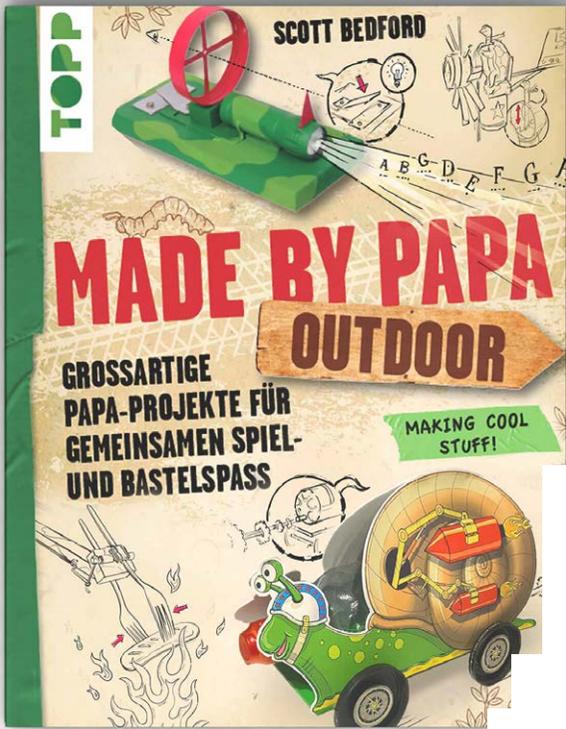
Chock full of extraordinary, custom-designed how-to projects for DIY parents everywhere... from full-length, artfully illustrated creations to smaller, MacGyver-like challenges. Over 120k copies sold. Published by Workman in New York.





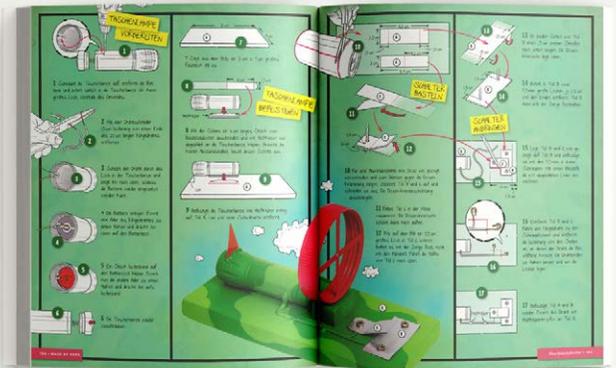
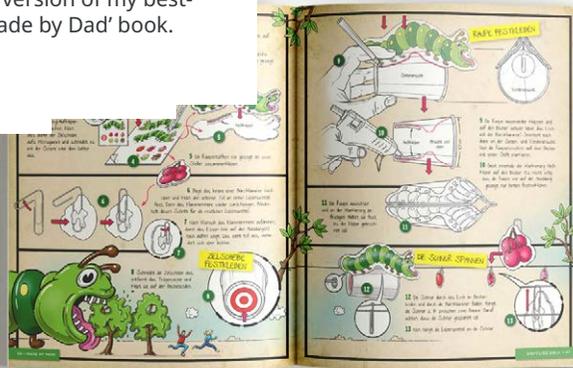
Mega-Maze Adventure!

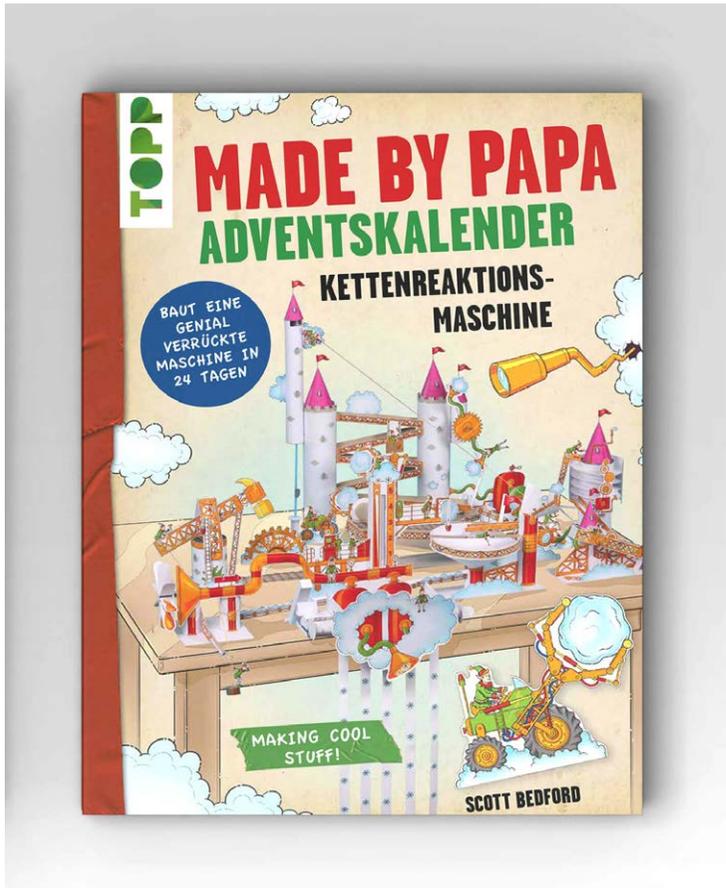
A unique, one-of-a-kind puzzle book in which each page is connected by a die-cut portal, allowing the maze to run continuously from the cover through to the final page. Published by Workman in New York.



Made By Papa: Outdoor

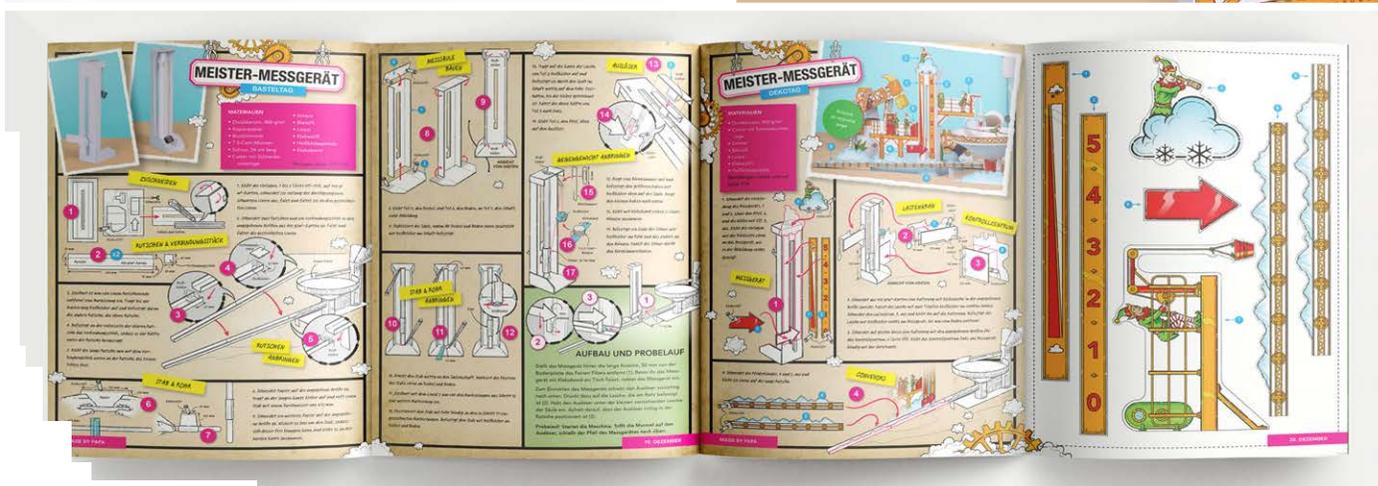
Made by Papa Outdoor, a 'sequel' to the very successful 'Made by Papa' book, focuses on outdoor activities and crafts that can be enjoyed by families, especially children. This book was a licensed German language version of my best-selling 'Made by Dad' book.





Made By Papa: Advent

A children's activity book that doubles as an advent calendar, guiding families through the creation of a playful Rube Goldberg-style machine over 24 days. Each day reveals illustrated instructions and templates to build a small section using simple materials, with all the parts eventually linking into one complete chain-reaction machine.





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