



**Arthur Rambo**

Digital Designer & Art Director

London based *digital designer, art director and graffiti artist.*

With over 10 years experience as a digital designer, Arthur has worked with a number of award winning studios and brands including *Adidas, Boxfresh, Disney, Virgin Media, Schuh, Random House* and *The British Fashion Council.*

From pop up bars to fashion houses, record labels and music festivals. Arthur's unique style of art and design, alongside his creative and imaginative problem solving has attracted a long list of satisfied clients over the years.

Also an internationally known and respected graffiti artist, Arthur has painted murals all over the world for some of the worlds largest brands including *Boiler Room, TopShop, Channel 4, Perrier Jouet* and the *Pergola on the Roof.*

Arthur currently freelances from his studio in West London.

Experience

- New Future London July 2015 - Present
- Long Clothing July 2015 - Present
- BOY London July 2015 - July 2016
- Virgin Media Jan 2015- Dec 2015
- Adidas December 2014
- British Fashion Council May - Dec 2014
- Latimer Films June 2014
- Disney Jan - May 2014
- Avery Dennison Jan - Sept 2013
- Schuh Feb - Sept 2012
- Mahogany Creative 2012 - 2017
- ROAR Creativity 2007 - 2011

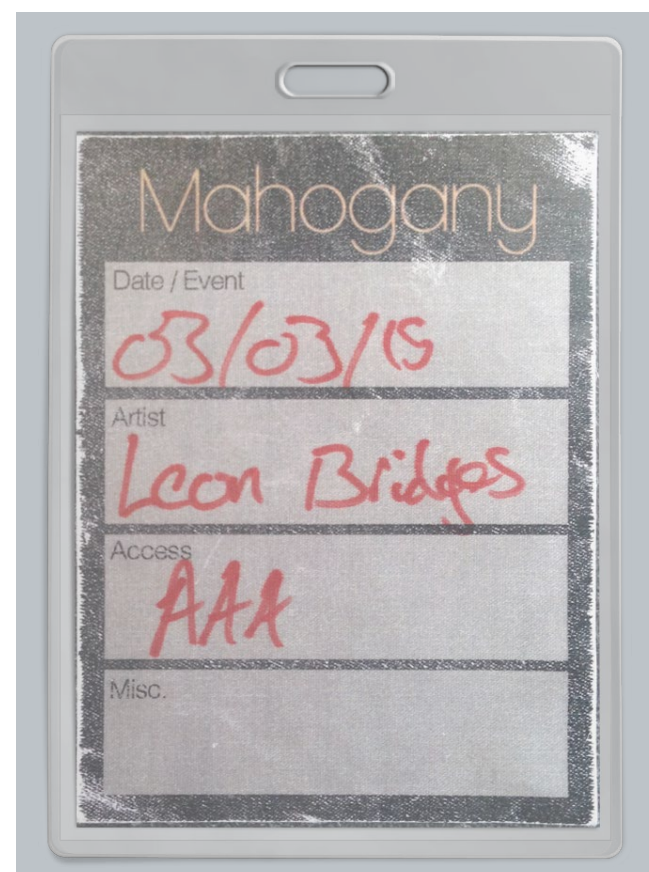
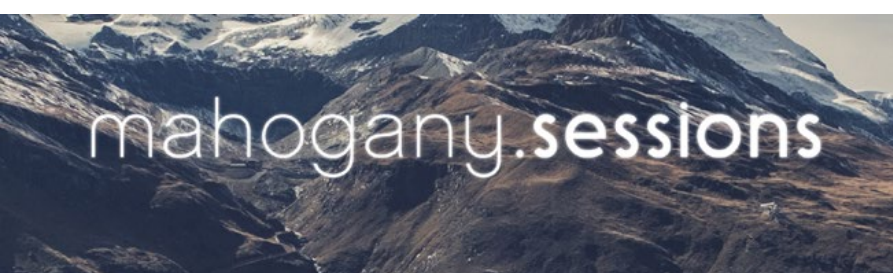
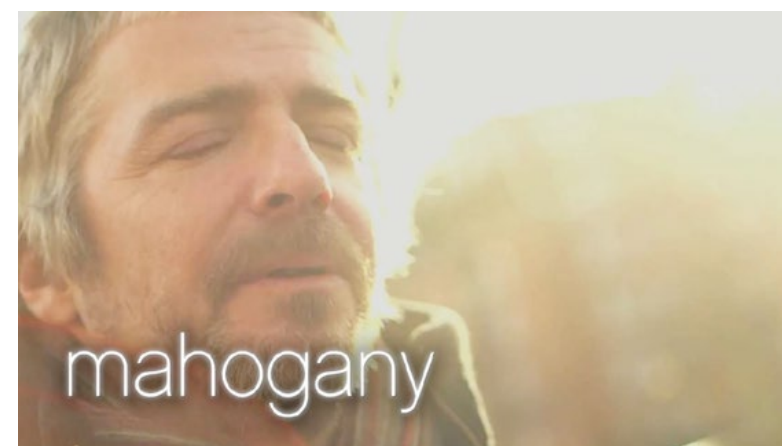
Skills

- Illustration
- Graphic Design
- Artworking
- Storyboarding
- Digital Retouching
- Website Design & Content
- Graffiti Art
- Adobe Creative Suite
- Illustrator ★★★★★
- Photoshop ★★★★★
- InDesign ★★★★★
- DreamWeaver ★★★





# mahogany



## MAHOGANY CREATIVE

### LEAD CREATIVE

'We started The Mahogany Sessions in July 2010 for the pure love of music. There was no other motive at the time, and that blind passion for music is key to the channels success.'

- Mark Murdoch, CEO of Mahogany Creative

I joined Mahogany in 2012 and was put in charge of their corporate identity and maintaining brand continuity across all platforms. Visually updating them to the brand they are today, with 600 sessions and over 1 million views on their youtube channel.

- Brand Identity
- Graphic & Website Design
- Promotional & Social Content
- Storyboarding
- Artworking



# HUGO BOSS

## LEAD CREATIVE

Our brief was to design a range of T-shirts for Hugo Boss' SS14 collection. Researching and developing four different creative avenues from which three were eventually chosen and put into production. We designed everything from the labels to the pocket detail, to the trims and also all of the packaging. The range was available worldwide from hugoboss.com

- Research & Development
- Graphic Design
- Illustration
- Apparel Design
- Packaging Design
- Proofing & Artworking



Screen Print and Embroidery  
on Cardboard 34mm x 84mm



Screen Print and Embroidery  
on Cardboard 19mm x 35mm



Screen Print and Embroidery  
on Cardboard 59mm x 129mm



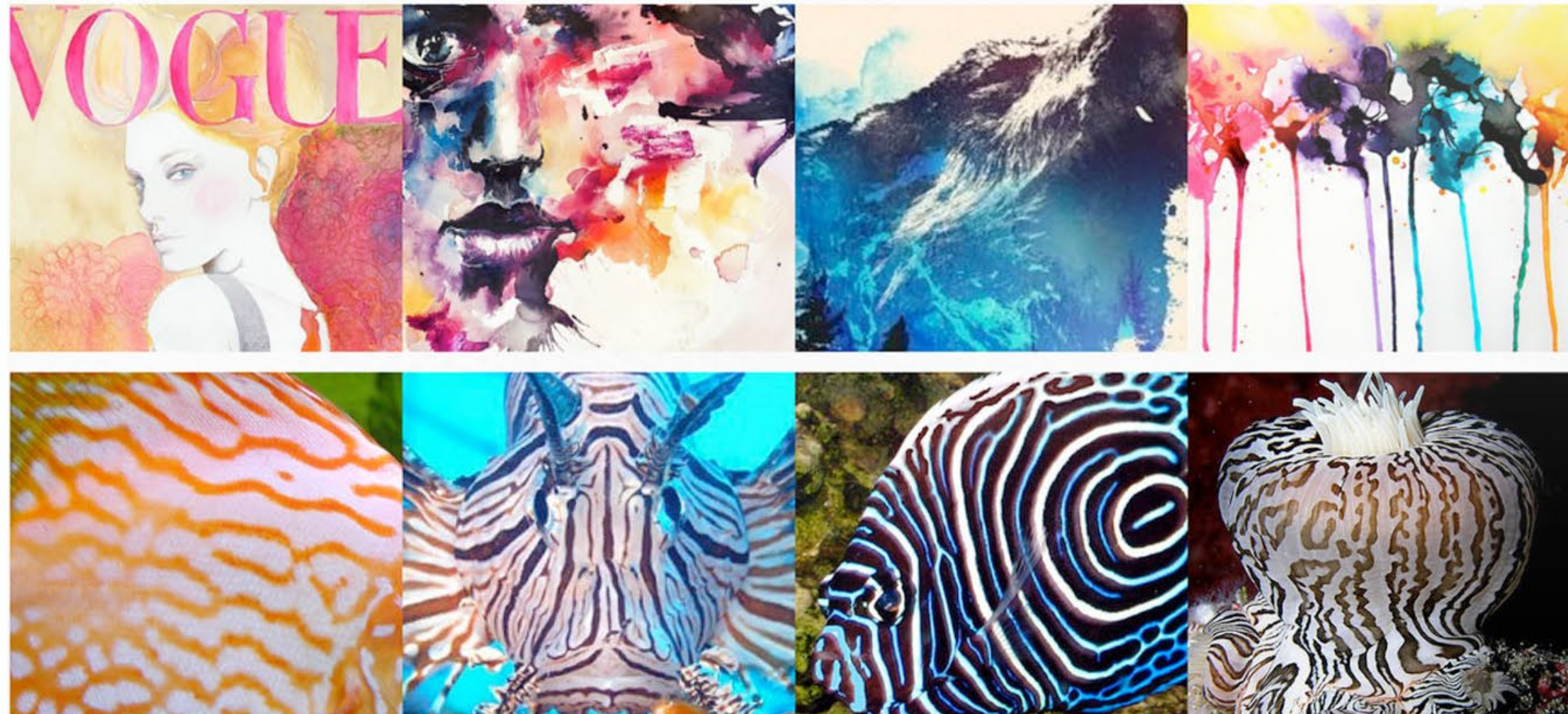
Screen Print on Cardboard  
34mm x 84mm



Screen Print and Embroidery  
on Woven Label 19mm x 35mm



Screen Print and Embroidery  
on Pocket Bag 59mm x 129mm







## OUTLOOK FESTIVAL

LEAD CREATIVE

Outlook Festival is Europe's leading festival in sound system culture. And in 2008, the organisers approached Arthur to design the iconic Outlook logo and tasked him to create an identifiable brand that would be instantly recognisable and impactful. This year Outlook turned ten years old, and has gone from strength to strength. Constantly striving to push the boundaries of live dub, reggae and bass music.



OUTLOOK FESTIVAL  
BEST INTERNATIONAL FESTIVAL  
UK FESTIVAL AWARDS 2011

Services  
Art Direction  
Graphic Design  
Illustration  
Tshirt Design  
Social Media Content  
Promotional Material  
Graffiti Murals



# ADIDAS



## ART DIRECTOR

Commisioned by Adidas in 2014 to create three unique artworks to launch their latest football campaign '*There will be haters*' featuring Lionel Messi. The brief was to take a tongue-in-cheek look at the backlash footballers get for all of the sucesses they reap, and turn it into something empowering.

- Art Direction
- Illustration
- Artwork

we  
are  
social







# BOY LONDON

**BOY LONDON**

## HEAD OF DESIGN

BOY London relaunched in 2012 and in 2015 Arthur was asked to oversee the design team. Employed as head of design with a team of designers to manage. Over the next year our team developed collections for Selfridges, put on catwalk shows, designed our own range of watches and even designed a flagship store in Japan. Not to mention a capsule collection called BOY BY BOY which was launched in the summer of 2016 to rave reviews.



Art Direction  
Graphic Design & Illustration  
Artwork & Packaging Design  
Footwear & Apparel Design  
Video & Animation Direction  
POS & Retail Design  
Social Media Content  
Promotional Material  
Website Design  
Storyboarding  
Retouching

# BOY LDN

THE STRENGTH  
OF THE COUNTRY  
LIES IN ITS YOUTH







## SOUTH POLE SALOON

### LEAD CREATIVE

In the winter of 2015 Brixton's first fully immersive Xmas themed bar opened its saloon doors. Arthur was once again tasked to put together a creative team for the project. The challenge was to create a fun and magical story of a twisted winter wonderland.

Our branding and graphic guidelines were the cornerstone is the SPS's creation. The production team built a fully immersive winter grotto with private themed rooms to hire, all branded and also graffitied by Arthur and his team.

The pop-up ran for 4 weeks over christmas and was a huge success, winning Design my nights Best Pop-Up Bar 2015 award.

- Art Direction
- Brand Identity
- Graphic Design
- Promotional material
- Website and Social Media
- Graffiti Murals

SOUTH POLE  
SALOON





# 30 schuh

## YEARS OF SELF EXPRESSION

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9  
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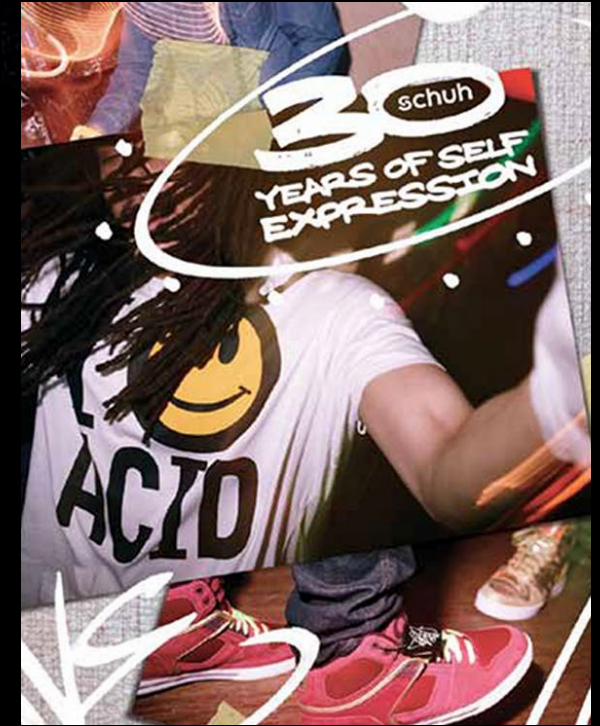
### SCHUH

#### LEAD CREATIVE AND ART DIRECTOR

This brief was to come up with a unique way of celebrating 30 years of Schuh. Whilst working at ROAR, Arthur's illustrations became the backbone for a campaign that saw his work on billboards, busses, in tube stations and in over 200 stores across Europe.

Each element was hand drawn and we even developed a unique handwritten font for the project. We also designed and printed a collectable book documenting 30 years of culture from music trends to graffiti artists. Even building a flash website where users could share their stories from the last three decades.

- Art Direction
- Brand Identity
- Graphic Design
- Illustration
- Layout Design
- Artwork
- Website & Social Media
- Promotional Material
- Storyboarding
- Directing







PEACE LOVE UNITY RESPECT

# NEW FTR2 LON

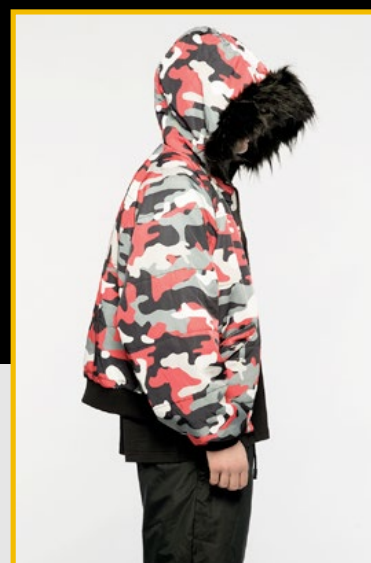
## NEW FUTURE LONDON

### LEAD CREATIVE

New Future London is a UK streetwear brand homegrown in London in 2015. Arthur has spearheaded the creative team since their launch, put in charge of the brand aesthetics and all aspects of digital design including merchandise, tech packs and linesheets. Inspired by 90's and early 2000's fashion and paying homage to the golden era of youth culture.



Art Direction  
Graphic Design & Illustration  
Artwork & Packaging  
Website & Social Media  
Storyboarding  
Retouching  
Apparel



NEW FUTURE LONDON  
**CAMO JACKET**  
UNISEX - RED

SIZE  
S / M / L

**WHOLESALE**  
£200.00

**RRP**  
£250.00

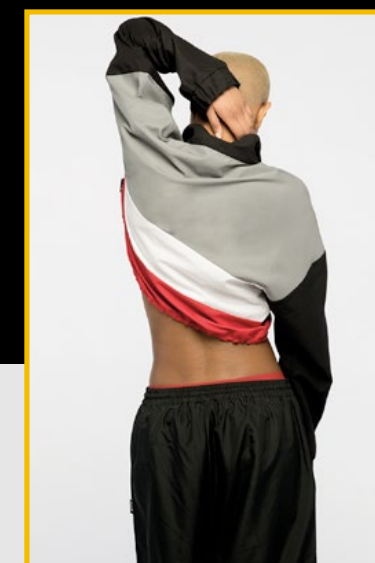


NEW FUTURE LONDON  
**CAMO JACKET**  
UNISEX - YELLOW

SIZE  
S / M / L

**WHOLESALE**  
£200.00

**RRP**  
£250.00



NEW FUTURE LONDON  
**STAMP LOGO SWEAT**  
UNISEX - WHITE

SIZE  
S / M / L

**WHOLESALE**  
£56.00

**RRP**  
£75.00



NEW FUTURE LONDON  
**STAMP LOGO SWEAT**  
UNISEX - YELLOW

SIZE  
S / M / L

**WHOLESALE**  
£56.00

**RRP**  
£75.00



# LONG CLOTHING

## LEAD CREATIVE

As lead creative for Long Clothing, Arthur's day to day responsibilities include designing and artworking new concepts for up and coming seasons and future collaborations. As well as developing graphics across all platforms, whether printed, digital, sewn or embossed. The team at Long have been designing and manufacturing their distinct style of strong graphic apparel since 2008, with shows in Europe and in Asia. Recent colabs include Mishka, Selfridges, Sick Boy and Skrillex's own label OWSLA.



Art Direction  
Graphic Design & Illustration  
Artwork & Packaging  
Website & Social Media  
Storyboarding  
Retouching  
Apparel





## THANK YOU

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