

Ollie Nicklin

Creative Technologist: Real-time 3D, Web & Video

Bath, UK · 07742 675261 · ollie.nicklin@gmail.com

ollienicklin.com · linkedin.com/in/ollienicklin

PROFILE

A designer who directs AI to make video. Twenty years in brand, campaign and video, the last two spent pushing into AI-assisted production, generative video, motion graphics and real-time 3D. I use AI enhanced workflows to take content from concept to finished cut, then apply twenty years of a designer's eye to make the output feel considered rather than generated: right pacing, right texture, right brand voice. I moved deliberately from creative leadership into hands-on delivery because I believe the interesting problems now are in the making, prompting, refining, editing and not in managing the process around it.

CORE SKILLS

Video & Animation Direction, editing, motion graphics, colour grading. After Effects, Premiere Pro. AI-assisted production pipelines (Runway, Seedance, VEO3).

Design Brand identity and design systems, UI design, Figma, Photoshop, Illustrator, InDesign, campaign and exhibition design.

Real-time 3D & XR Three.js, WebXR, PlayCanvas, Blender, 3D asset optimisation and polygon streaming, face and hand tracking.

Web JavaScript, HTML/CSS, Webflow, WordPress, responsive build and deployment.

EXPERIENCE

Digital Creative · HTC VIVERSE / VIVE

April 2024 – present · Remote

Design, video and interactive 3D under one role, for a global consumer technology brand. Sole designer on most builds, from concept through to shipped product.

- Built the VIVE Eagle virtual try-on application in Three.js — real-time AR glasses fitting using face tracking and 3D geometry, with automatic frame adjustment to the wearer's face shape. Shipped to 14 markets.
- Created the launch key visuals for VIVE Focus Vision, HTC's flagship product launch, used globally across campaign, retail and PR.
- Designed and shipped VIVERSE worlds content: an explorable 3D showroom presenting the full VIVE headset range, a hand-tracked snowboarding game, and a 3D adventure game with drivable vehicles, all running in-browser.
- Web design and build across the business: VIVERSE.com UI, the VIVEPORT storefront redesign, and pages for VIVE.com and VIVERSE for Business.
- Delivered creative for global exhibitions including MWC, SIGGRAPH, BETT and TAITRA — brand, environment, film, interactive demos and digital twins of real-world events.
- Produced 200+ store and campaign assets across 60+ game titles, plus capture and edit of in-platform experience films as VIVERSE's in-platform videographer.

Senior Designer · Glofox (acquired by ABC Fitness Solutions)

2022 – March 2024 · Remote

Sole designer for a gym-management SaaS platform through its acquisition by ABC Fitness Solutions (US), covering brand, product marketing, web and film.

- Authored the group brand architecture post-acquisition and created a unified master identity for the ABC brand family (Ignite, Glofox, Trainerize, GymSales, Evo, FitnessBI), then built the guidelines and asset system. Rolled out across a platform operating in 80+ countries and 17 languages.
- Rebuilt the Glofox website around conversion, translating dense software features into clear visual explanation. [Add the conversion or traffic result if you have it.]
- Wrote, directed and produced the customer journey films used across sales, onboarding and marketing.

Creative Lead · The River Group

2020 – 2022 · London / Remote

Led the design team on the LloydsPharmacy account.

- Rebuilt the brand's social output around a cross-channel video strategy: 208M annual reach, 122% above target, and £1.3M in directly attributed online revenue. Grew Instagram from 10k to 20k followers in 11 months.
- Created HealthHacks, a 24-episode video series putting LloydsPharmacy pharmacists on camera. Scouted locations, cast talent, booked crews and directed on location.
- Adapted the LloydsPharmacy identity for digital-first use across Facebook and Instagram.

Senior Designer · FIA Formula E

2015 – 2018 · London

Part of the small in-house design team that launched a new global motorsport championship, working directly with event organisers, broadcasters and sponsors.

- Art directed the 2017 global marketing campaign — 10 races across 5 continents.
- Created the E-Village, a fan zone blending digital and physical entertainment around technology, gaming and sustainability. Deployed in 12 cities at 40k visitors per event.

EARLIER CAREER

Freelance Designer, Spiceworks & Blow Creative 2019 – 2020 · Marketing and social animation for Microsoft, IBM and HP; retail POS for The Glenlivet, L'Oréal, Vuse and Superdrug.

Creative Director, Estrella Green, Bristol 2018 – 2019 · Brand identities, websites and campaigns for technology start-ups.

Creative Artworker, Mr B & Friends, Bath 2014 – 2015 · Production and concept refinement at an award-winning design agency.

Graphic Designer, Celador Entertainment, Bristol 2011 – 2013 · Web design and social content for a national radio network.

Graphic Designer, IPC Media, London 2010 – 2011 · Editorial layout and advertising across Marie Claire, Now, Woman's Weekly and Ideal Home.

INDEPENDENT PROJECTS

Delirium 88 — Solo cyberpunk adventure game built in PlayCanvas in six weeks. 3D character design, motion capture, AI-accelerated pipeline. Finalist, HTC Hackathon competition 2025.

VOID Wave — Wavetable synthesiser plugin in C++ / JUCE, released 2026. Product design, DSP, interface, sound design, brand and release, solo.

EDUCATION

BTEC National Diploma, Multimedia — Amersham & Wycombe College. Distinction.