



# Antony Valenti

Freelance Design Director (London)

Gaming . Immersive . Apps

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## My offering

I step into creative cultures to shape digital experiences at the intersect of gaming, immersive and apps. I work hybrid and remote for London-based creative agencies, immersive studios, tech start-ups and global brands where I provide creative direction when extra bandwidth is most needed. I'm British and have a LTD company for outside IR35 roles.

## My focus

I focus on lifecycles of large-scale conceptual digital projects, helping deliver business impact through workflow grounded in narrative, systems and strategy. I work closely with ECDs, founders and leadership. I partner with teams across creative, strategy and tech, and am well versed liaising with exec-level stakeholders.

## Leadership & Craft

I blend creative direction with hands-on craft across emerging tech, helping organisations move towards the big picture and ship innovative products. A lifetime of making across digital and physical worlds has given me deep insights into human behaviour, these insights are tools I use to help clients navigate cultural and tech paradigms.

## Human Stories

I naturally become a subject expert on every project, immersing myself in diverse cultures to translate complex business needs into simple stories that resonate. For me it's all about people, working with cross-discipline teams to turn complex communication challenges into clear creative strategies, and building experiences that feel authentic and human.

## Media & Clients

I work across app, web, product, gaming, immersive, AI, AR, VR, E-learning and emerging tech. My lens is very holistic as I have a history across campaign, print and brand design. I work for agencies like Nexus, BBH, PlayStation, AMV BBDO, Imagination and Unilever for clients like EE, Sony, WWF, Team GB, London Science Museum, National Trust and Wutang Clan.

## Why people hire me?

I'm very good at using my broad skill-set to help organisations. Clients hire me when they realise I'm authentic and care about the people I work with. I build genuine relationships with recruiters, hiring managers and leadership, leading to practical conversations about where I can add the most value to projects and teams.

### → Carv – AI Skiing Wearable

UX-UI Design Consultant for App

*Sept – Oct 2025 (2 months)*

Refined AI learning journeys and lifted top-level visual language, brought fresh energy and clarity to the product helping seasonal launch video hit 7k views.

### → Divizend – Fintech

Staff-level UX-UI Design Director for App

*May – Aug 2025 (4 months)*

Translated complex investment data into a human-centric AI fintech platform, combining modular dashboards and gamified learning to expand audiences through influencer campaigns.

### → BBH – Genpact

Staff-level AI-UX Design Director for Transformation Strategy

*Oct 2024 – Mar 2025 (5 months)*

Through C-suite interviews, deep research and strategic insight, the workflow transformed a fragmented global platform into a unified digital vision, and aligned executives and business units.

### → Nexus Studios – EE

Art Director for Live Gaming Event

*July – Aug 2024 (8 weeks)*

Transformed the UK into a 24-hour nationwide arcade across web, AR, Fortnite and TikTok, boosting EE revenue by 183% and engaging thousands of gamers nationwide.

### Yord – Neom

Concept Designer for Immersive

*June 2024 (2 weeks)*

A suite of 50+ immersive concepts, unifying large-scale physical and digital spaces through narrative-driven interaction and dynamic CX flows.

### WWF

Art Director for Campaign

*May 2024 (3 weeks)*

Beautiful series of illustrated British wildlife guides for animals and fungi, tapping into WWF's strategic theme of nostalgia to drive environmental objectives.

### → Powster – Wu-Tang Clan

Lead UX-UI Designer for Web

*April 2024 (3 weeks)*

Translated Wu-Tang's cultural heritage into playful digital experiences, modular components and a visual system that showcased their rich musical legacy.

### PlayStation – Permalence

Staff-level UX-UI Design Director for Gaming & VR

*Aug 2020 – Mar 2024 (3 years, 8 months)*

→ **Returnal** – Crafted a cinematic lo-fi holographic aesthetic that defined Returnal's cult sci-fi identity, sparked player obsession, and helped drive award wins and over 1 million copies sold worldwide.

→ **Climate Station VR** – Guided by a floating robot, a world-first VR experience where players journey through hundreds of years of complex environmental data, showcasing Sony's climate commitments.

## PlayStation – Permalence (Continued)

Staff-level UX/UI Design Director for Gaming & VR  
*Aug 2020 – Mar 2024 (3 years, 8 months)*

→ **Helldivers 2** – Simplified complex strategic gameplay into clear, immersive interactions, uniting 457k players inside a satirical galactic war shaped by factions, narrative and branded in-game propaganda.

→ **Destruction Allstars** – Motion-led UX across key HUD and UI, aligned Unreal workflows and crafted graphical language for iconography and player skins to support critical launch milestones.

## PlayStation – Paternity Cover

Head of UX/UI

*Dec 2019 – Aug 2020 (9 months)*

Headed up UX/UI during the PS5 launch, leading numerous AAA titles while managing workflow, budgets and executive stakeholders, and aligning creative across brand and motion departments.

## → AMV BBDO – National Trust

Staff-level CX Design Director for AR

*Jul – Sep 2019 (3 months)*

A cinematic journey to 2050 where storms and floods reshape National Trust buildings, captivating visitors across six sites and inspiring smarter energy choices.

## → Essence MediaCom

Staff-level UX/UI Designer Director for Product

*Mar 2018 – Jul 2019 (1 year, 5 months)*

Reimagined multiple legacy systems into a unified global employee platform, worked with C-suite to unlock investment, then expanded services and rolled out across multiple Op-Cos.

## Unilever – Signal, Magnum & Lipton

Lead Integrated Designer for Social

*Feb – Apr 2018 (3 months)*

Developed FMCG campaigns across social and TV, with additional workflows focussed on photoshoot art directions and packaging concepts.

## The BIO Agency – Three Mobile

Lead UX/UI Designer for Web

*Dec 2017 – Feb 2018 (3 months)*

Large-scale website and app rollout, with production workflows focused on payment journeys, micro-interactions and scalable UX systems.

## Spov (Keywords Studios) – Lego

Lead UX/UI Designer for Gaming

*Oct – Nov 2017 (2 months)*

Investigation case-file inspired HUD and UI concepts, balancing playful branding, iconography and scalable design systems.

## → Imagination

Lead UX/UI Designer for Experiential

*Aug – Sep 2017 (2 months)*

A cinematic World Expo pitch transforming architecture into a living Emirates brand experience, blending story-telling, data collection and immersive experiences.

## Paymentsense Fintech

Principle Design Director for Brand Campaign

*Feb – Jul 2017 (6 months)*

Translated complex fintech services into clear visual systems, shaping animated explainers, infographics systems and brand-led communications.

## → Pulse Group – Emirates & Team GB

Principle UX/UI Design Director for Experiential

*Nov 2015 – Feb 2017 (1 year, 4 months)*

Brand-led immersive ecosystem that funnelled high-value attendees into sales meetings, engaging 13k visitors, winning multiple awards and earning praise from Emirates leadership.

## 10+ London Agencies

Lead Designer

*2014 – 2016 (2 years)*

Worked for Havas Sports, Digitas Health, Weber Shandwick, The Partners, and Vision Nine spanning music, sports, healthcare, entertainment, government, education and fintech.

## → Playgroup Festival

Creative Director

*2011 – 2015 (4 years)*

An immersive character-driven festival turning audiences into participant clans through CX system design, building genuine community and growing attendees from 400 to 3k people.

## Lumesse – Bupa, Lloyds & Vodafone

Lead Designer for E-Learning

*2010 – 2014 (4 years)*

Designed narrative-led responsive learning experiences for global organisations, blending strategy, storytelling and concept design.

## → Scaffolding Frogs

Leathercraft Business Director

*2009 – Present*

Built a handcrafted tool-gear range that became Pinewood's preferred choice, evolving a small leathercraft operation into the UK's leading film-industry supplier.

## Digicave – Burberry, Disney & Science Museum

Principle Designer for Experiential

*Apr – Oct 2012 (7 months)*

Prepared Digicave for their NAB Vegas showcase, leading AR experiences with James May, 3D scanning tech for the fashion industry and AR campaigns for Hollywood.

## Neo Creative – Greenpeace, NHS & NGOs

Mid-weight Integrated Designer

*2006 – 2010 (4 years)*

Worked across 360° campaigns for NGO's, charities and ethical organisations, focusing on narrative, digital strategy and brand-led storytelling.

## Antjam Studios

Creative Agency Founder

*2003 – 2006 (3 years)*

Full service creative agency in Coventry Canal Basin, focussed on local clients spanning music, sports, entertainment, government and tech.

## BA Graphic Design

Coventry University & Hong Kong Polytechnic

*2000 – 2003 (3 years)*

Graduated with First Class Honours.