Tristan Wickham

Design Director

Profile

A highly creative and experienced design professional with 20+ years in broadcast, web, print, and branding. A versatile and collaborative Design Director known for balancing creativity with clarity and storytelling with strategy. Equally effective leading teams or working hands-on, he brings enthusiasm, discipline, and a positive outlook to every project—delivering thoughtful, engaging, and impactful design solutions.

Experience

August 2019 to present
Design Director, Tellyjuice
As Design Director at TellyJuice, he leads the creative vision and design strategy across all projects, ensuring exceptional quality and innovation in visual storytelling. Overseeing a multidisciplinary team of designers and motion artists, he manages the full creative process - from concept development to final delivery - while maintaining close collaboration with clients & stakeholders to translate their brand goals into engaging, impactful content. He champions design excellence, fosters a culture of creativity, and drives the agency's visual identity forward.

May 2016 - August 2019
Design Creative, Viasat World

Design Creative with the in-house creative team his projects ranged from launching an entirely new TV drama channel - developing its brand identity, co-directing idents, and producing the style guide - to refreshing the on-air and off-air design for existing factual channels. Collaborated with producers and external agencies to create motion graphics, on-air & off-air campaigns, and promotional content, often taking projects from concept through to direction and delivery. Several of these projects went on to win Promax Awards in 2018.

November 2009 - May 2016
Freelance Motion Graphics Designer, London

Gained huge experience and great pride building a successful freelance career over the six years. Enjoying the variety of work, collaborating with different clients ranging from advertising; McCann and Erickson, a year long contract at Grey Ad Agency London and Publicis Entertainment.
Post houses; Framestore and The Unit. Two year contract at itv Creative, BBC World News and BBC Newsnight graphics department. ESPN, EuroSport and Nickelodeon to name a few.

Contact Infomation

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Work Profile

tristanwickham.net

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Tellyjuice

Clients included:

- BBC
- itv
- Channel 4
- Sky
- Paramount
- Guardian News
- Amazon Prime Video
- NBCUniversal
- Warner Bros
- Discovery
- NHS
- Disney

Viasat World

Clients included:

Worked across Viasat World's portfolio of European television channels, including Epic Drama, Viasat History, Viasat Nature, Viasat Explore, and Viasat World Entertainment. Collaborated with internal producers and external agencies to develop channel branding, on-air campaigns, and promotional content for audiences across multiple territories.

Freelance

Clients included:

- BBC News World Wide
- itv Creative
- NBCUniversal
- Grey Ad Agency
- Publicis Entertainment
- Framestore
- Unit Post
- Nickelodeon
- ESPN
- EuroSport

February 2007 - November 2009
Head of design, Smithereen

As Head of Design at Smithereen London, Tristan led projects for high-profile clients including MTV, Discovery Networks, Animal Planet, Ford (via Ogilvy), Virgin Media, Disney Channel, and History Channel. Working directly with senior producers, directors, and editors, he managed design budgets and schedules, recruited and guided freelance designers, and collaborated closely with production and post-production teams to deliver outstanding creative under tight deadlines, a role that combined strong leadership with hands-on problem-solving.

Smithereen

Clients included:

- MTV
- Discovery Networks
- Animal Planet
- Ogilvy Ad agency
- Virgin Media
- Disney Channel
- History Channel

Skills

Brand Identity
Motion Graphics
Video Editing
Graphic Design
Interface Deisgn
Illustration
Typography

Tech Skills

Fully proficient in the Adobe Creative Suite

Education

Glyndŵr University, Wrexham, UK.

B.A Multi Media Design. 2:1
1997 - 2000

HND Film & TV
1995 - 1997

References

Available Upon Request