

# David Betts

## CONTACT

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## PORTFOLIO WEBSITE

<https://www.justaddavid.co.uk>



## AREAS OF EXPERTISE

### Art Direction

Ideation  
Concept Development  
Advertising Copywriting  
Straplines & Brand Voice  
Communication & Presentation  
Graphic Design  
Video Direction, Production & Edit  
Creative Writing & Authoring

### Immersive Entertainment

Magic, Illusion & Stage-work  
TV, Stage & Social Presentation  
Voiceover & Character Actor  
Prop and Set Design  
Game and Puzzle Design

## INDUSTRY EXPOSURE

Immersive Entertainment  
Hospitality  
Corporate  
Retail  
Training and Development

## SOFTWARE KNOWLEDGE

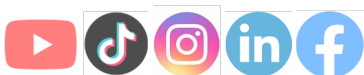
### Adobe Creative Suite

Photoshop/Photoshop BETA  
Premiere Pro  
Illustrator (Learning)  
InDesign (Learning)  
Adobe Express  
Rush

### Other Applications

Office 365  
WordPress  
ChatGPT  
Audacity  
SketchUp (3D Design)  
StarryAI  
Canva

### Social Media Fluency



## PROFESSIONAL SUMMARY

Simply put, I get to the juice without taking the pith. My journey may not have followed the traditional path, but decades of inadvertent experience and my unique blend of creativity brings fresh perspective to the advertising industry. Ideating explosive campaigns, I shine light on glints of gold hiding in shadows, magnifying them into a beacon with words on paper or pixels on screen. I'm driven by a genuine desire to push the boundaries and make a meaningful impact in the industry.

## SKILLS & EXPERIENCE

**Creativity & Innovation:** Dubbed "The Ideas Man", I have a proven track record for envisioning bold ideas and audaciously realising them. Experienced in crafting innovative illusions and escape room experiences, my **blue-sky framing\*** approach targets my diverse creativity. Always keeping the creative brief in mind, I develop concepts thoughtfully, strategically crafting project ideas for client presentations ready to refine based on feedback. With a background spanning design, print and digital, my sketch(y) skills—whether with pencil, marker, or AI—aid project design effectively.

**\*Blue-Sky Framing:** Experience has taught me that blue-sky thinking is counterproductive. Fresh, targeted ideas are generated quicker with what I term "blue-sky framing" – encapsulating the creative process with fixed parameters then reaching for the sky within. In Escapism, I used blue-sky framing to address the challenge of driving repeat business in a one-shot experience with limited budget. By combining my creative direction with outside talent, I installed a sequel escape game within the existing room and optimised slot times to boost capacity and double potential income.

**Art Direction:** Whether conveying complex illusion designs to craftsmen or devising marketing campaigns for escape rooms, I've been inadvertently Art Directing for decades. Where budget has allowed, I've delegated, conveying my creative concepts to industry professionals through storyboarding and concept art, collaborating to get the perfect end result. A self-starter, I have a wealth of versatile hands-on experience, from branding and design through to gameplay and video production, skills I've used when single-handedly creating projects like the *Escape Detectives* game.

**Visual and Interactive Storytelling:** From striking visuals to memorable straplines, my creative vision enhances every project, simplifying complex ideas into beautiful and engaging pieces. Devising TimeSquared's logo, I used coloured puzzle pieces, a theme that represented our approach and celebrated each person's uniqueness whilst emphasising how they fit together as a team.

**Design:** Crafting exceptional content demands the seamless integration of typography, graphic design, brand voice, and colour psychology. Whether on paper, screen, or in person, it takes attention to detail to captivate the audience and deliver a clear message. To elevate Wayside Willow's online presence and drive customer engagement, I developed a new website. Focusing on values, not hard sell, I used compelling narratives and enticing visuals to evoke emotion, foster connection and influence purchasing decisions.

**Creative Writing:** Fuelled by a passion for immersivity, I craft words that captivate audiences. Whether weaving descriptive narratives, evoking emotions through dialogue, or delivering concise messages, my aim is to forge connection and inspire engagement. With experience spanning writing novels, scripting interactive experiences, and developing client copy and presentations, I write with a seasoned flair.

**Client Satisfaction:** From researching a company through to presenting them with ideas, my focus is on delivering the best possible campaign to meet their needs. As an ideas specialist and liaison, it's my responsibility to influence client engagement, helping them to choose the most compelling design to maximise their exposure. After initially working with Next Steps to develop their strapline, they trusted me with further brand development projects including rewriting their summary offering and website as they felt that I'd succinctly articulated exactly who they were in 3 words.

## PROJECT HIGHLIGHTS

### Full Company Rebrand for TimeSquared Ltd

Took an outdated brand and overhauled it to meet the expectations of consumers, recognising the evolved business landscape since launch. Communicated their values and brand identity with contrasting and complementing colours employing colour psychology. Designed icons to represent each soft skills, in keeping with the brand tone and voice. Created concept art and copy and collaborated with the graphic designers to create brand collateral.

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## EDUCATION

Shrewsbury College of Arts & Tech  
*BTEC Dip in Hotel & Catering Mgmt*

Rhyn Park School, Shropshire  
*GCSEs English B/C, Maths C, Science C*

## PROFESSIONAL DEVELOPMENT

### Completed

*Premiere Elements,  
Photoshop,  
Facebook,  
MailChimp*

### In Progress

*Illustrator  
Premiere Pro  
InDesign*

## SUPPLEMENTARY ROLES

Santa  
*Drayton Manor (Nov – Dec 2023)*

Data Rights Specialist  
*Vanquis Bank (Jul – Aug 2023)*

Entertainments Manager  
*Richardsons (Mar – Nov 2012)*

Marketing Manager  
*Area51 (2009)*

## INTERESTS

### Creating and Innovating

*Interactive Game Design  
(Investigations, Mysteries, Puzzles)  
Writing, Narratives, Articles  
Social Media Channels  
Graphic Design & Video Editing  
Artificial Intelligence  
Robotics*

### Strategy & Problem-Solving

*Modern Board Games  
Case Investigation Games/TV Shows  
Behind the Scenes Documentaries*

### Immersive Entertainment

*TV Shows, Films and Books  
Murder Mysteries  
Heists & Thrillers*

### Nature & Environment

*Animals  
Especially Capybara, Ducks & Squirrels  
The Environment  
Alternative Energy Solutions*

## Marketing and Advertising Campaign for Live and Unreal at Caspian Ltd

Reinventing illusion principles, I devised a ground-breaking, grand illusion touring stage show. To promote it, I defined a complete brand identity, conjuring up intrigue, mystery and suspense by utilising colour theory, graphic design and typography. To accompany the show, I designed brand collateral and merchandise, including the programme, collaborating with a graphic designer for production. A fully immersive experience, my all new, original illusions, incorporated audio and video. I storyboarded them, directing videos and photoshoots to ensure the brand identity was consistent across the entire production, enabling the audience to suspend reality.

## Interactive Storytelling for Transforming Nuneaton at TimeSquared Ltd

Interactive event to drive community engagement, allowing attendees to explore the project in a hands-on way. As well as presenting the end product, I was involved from conception to completion – crafting the backstory; scripting immersive narratives; designing materials, both digital, print and physical; art direction for outsourcing; and liaising with the client. The event's success led to a repeat session, reframed for employees to inspire alignment with the overall vision.

## Publicity Stunt, Hover, for Caspian Ltd

Devised a traffic-stopping, portable publicity stunt allowing the public to see a live levitation in broad daylight, in a branded glass tank. Conceiving the concept and design, I engaged with specialists for the project design phase. I collaborated on the design with the mind behind TV's "Dynamo" before storyboarding it and engaging an animation company for optimal presentation impact to investors.

## Experiential Advertising at the Midlands Business Expo for TimeSquared Ltd

Conceived a demo activity, allowing potential customers to briefly experience our product in a jaw-dropping and memorable way. This was intended to challenge their thinking, start conversations and drive purchasing decisions. As well as curating the experience, I also designed the campaign, did the graphic and visual design for all the materials and photography, as well as presenting the product.

## WORK HISTORY

### Art Director

**JustADDavid | June 2023 – Present**

With branding and wordplay at my core, I launched my own brand, fusing ADD with my name. Initially a personal project to express myself, I went on to expand my professional portfolio by offering free campaigns to support local businesses – a cause after my own heart. Several clients have returned for repeat business, engaging me for projects ranging from web design and logo work to summary offerings, straplines, and brand collateral.

### Creative Director

**TimeSquared Ltd & House of Escapes Ltd | Oct 2017 – June 2023**

Co-design and development of Mission Rooms, Corporate Packages and other experiences. Day to day responsibility for sales, marketing and advertising has instilled in me empathy with client's reticence in spending on advertising and a deep understanding of the importance of trust in client relationships. These skills enable me to craft relatable pitches, negotiate with clients and deliver results effectively.

### Creative Director

**Escapism Ltd | July 2014 - October 2017**

Designed and launched this escape room business from ground up, offering a market-leading immersive experience. Expert business advice and an innovative product, combined with strong branding, web design and social media, drove huge business growth, attracting players country-wide as well as corporate bookings from companies such as Sainsburys, PepsiCo and the MoD.

### Magician & Illusionist

**Caspian Ltd | March 2004 - January 2017**

My career as an illusionist spanned 20 years, evolving from table to stage to TV screen and culminating in my original grand illusion theatre tour. Throughout this period, I both did my own sales, marketing and publicity, and employed external agencies. This developed my skills in graphic design and video editing, as well as those in art direction, illustration and concept art.

## HOBBIES AND INTERESTS

I'm a fervent creator, avid reader, and passionate writer, drawn to the intrigue of heist dramas and the strategic thinking of modern board games. As a published fiction author, I'm currently weaving the tales of three books whilst crafting engaging experiences in the realms of board gaming and online mystery-solving. On platforms like TikTok and YouTube, my content creation blends humour with insight, exploring ADHD-related themes and experimenting with various ad engagement formats, purely for the joy of it. Rooted in nostalgia, wordplay, and emotional resonance, my creative journey is driven by a deep-seated desire to forge meaningful connections and spark inspiration in others.