

# **Joshua Davidson**

Creative Lead / Design Technologist

# **Portfolio 24**

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+44 (0)7765659674

## **Selected Works**

josh@artstation.org.uk

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## **Selected Works**

## **Clients**

Google  
Deloitte  
HSBC  
Volvo  
Christian Dior  
Tommy Hilfiger  
HSBC  
CISCO  
COP 27  
Scottish Whisky Experience  
Ford  
Emirates Airways  
Riot Games  
Chemical Brothers  
Netflix  
Apple TV  
Paramount Pictures  
Lego Land, Windsor  
NMMC  
UK Parliament  
Chemical Brothers

**Client  
Project  
Experience**

**Speedway Duelling Coaster  
Lego Land Windsor. 2024**

Creative Direction, Production, Script Writing,  
Voice Over recording & on site delivery.

[Link](#)



**Client**  
**Project**  
Experience

**Scottish Whisky Experience  
Edinburgh, Royal Mile. 2023**

Technical Prototype, Design Development,  
Content Production, VR Digital Twin.

[Link](#)



**Room 1 - Origins**

**Client**  
**Project**  
Experience

**Scottish Whisky Experience**  
**Edinburgh, Royal Mile. 2023**

[Link](#)

Technical Prototype, Design Development,  
Content Production, VR Digital Twin.



**Room 2 - The Art of Whiskey Making**

**Client** Scottish Whisky Experience  
**Project** Edinburgh, Royal Mile. 2023

Experience

Technical Prototype, Design Development,  
Content Production, VR Digital Twin.

[Link](#)



Room 3 - Maturation

**Client  
Project**  
Experience

Queen Elizabeth Tower  
London, UK Parliament. 2023

Design Development, Archive System,  
UX & UI, Creative Direction.

Link



**Client  
Project**  
Experience

**Emirates Airways Pavilion  
Dubai, World EXPO 2021**

**Prototype Design, Design Development, VR & XR  
Creative Direction, System Integration, UX & UI.**

**Link**



**Client** Emirates Airways Pavilion  
**Project** Dubai, World EXPO 2021

Experience

Prototype Design, Design Development, VR & XR  
Creative Direction, System Integration, UX & UI.

Link



Future Lab (Robots + Unreal Engine)

**Client  
Project**  
**Experience**

# Emirates Airways Pavilion Dubai, World EXPO 2021

Prototype Design, Design Development, VR & XR  
Creative Direction, System Integration, UX & UI.

Link



**Experience Your Tomorrow (XR)**

**Client  
Project**  
**Experience**

**Emirates Airways Pavilion  
Dubai, World EXPO 2021**

**Prototype Design, Design Development, VR & XR  
Creative Direction, System Integration, UX & UI.**

**Link**

**Experience Your Tomorrow (XR)**

**Client**  
**Project**  
Experience

**Christian Dior**  
**Harrods, London. 2022**

**Link**

Technical Prototype, System Integration,  
Creative pipeline engineer & projection mapping.



**The Fabulous World of Dior**

**Client** Henley Festival  
**Project** Henley, Thames River. 2023 / 24  
Experience

Design Development, Content Production,  
Creative Direction, Project Management



Live Programming & Content Production / Design

**Client**      **Chemical Brothers**  
**Project**    **CT x ARRI XR Volume. 2023**  
Film Prod

[Link](#)

**Content Producer, 2D Plate Asset Manager**



**Live Again ft. Halo Maud (4:14)**

**Client**  
**Project**  
Film Prod

Light x Dark  
CT x ARRI XR Volume. 2023

[Link](#)

Design Development, Content Production,  
Creative Direction, Creative Pipeline Engineer.

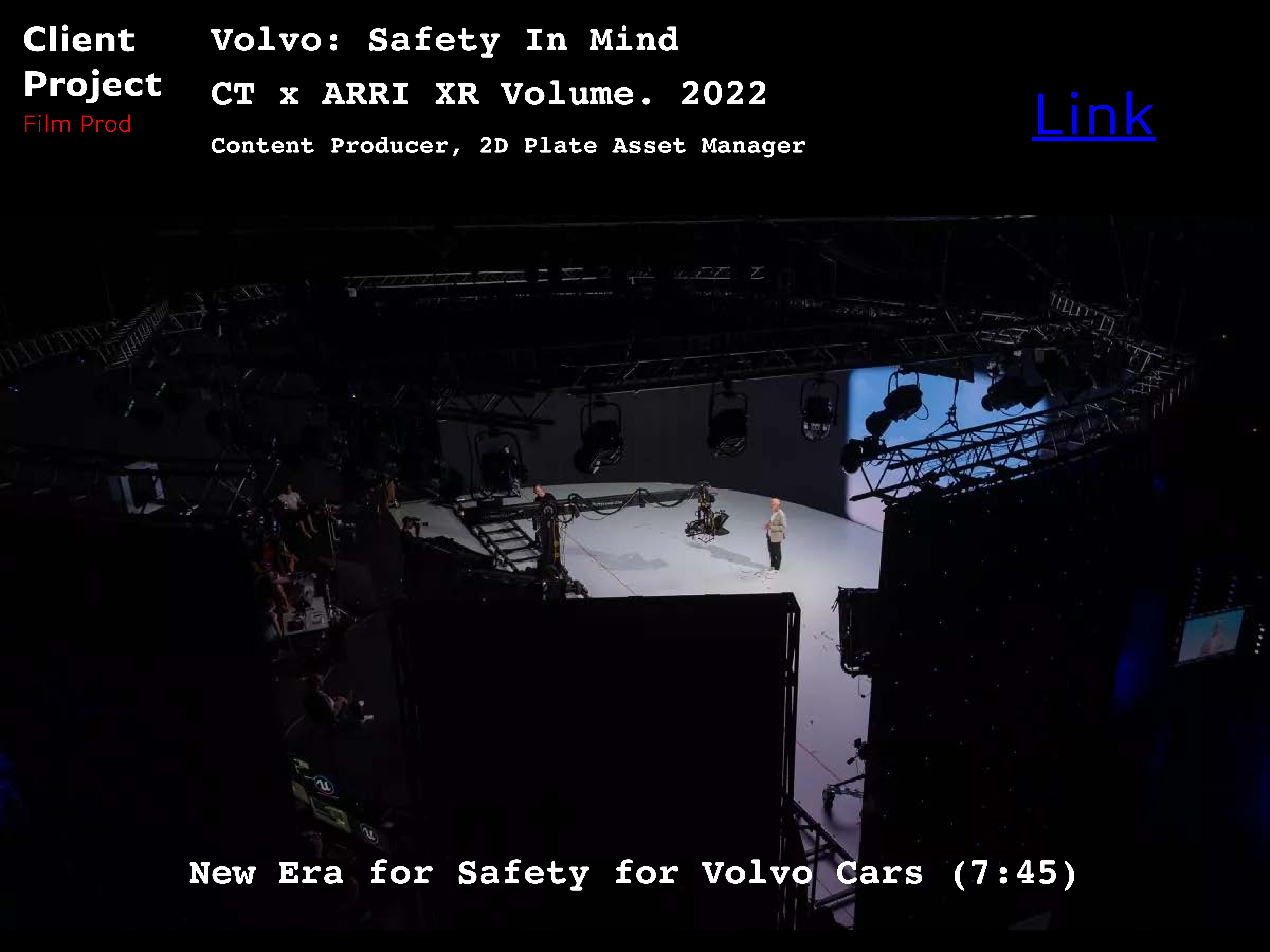


Connecting real-world and XR Volume (1:25)

**Client**    **Volvo: Safety In Mind**  
**Project**    **CT x ARRI XR Volume. 2022**  
Film Prod

**Content Producer, 2D Plate Asset Manager**

[Link](#)

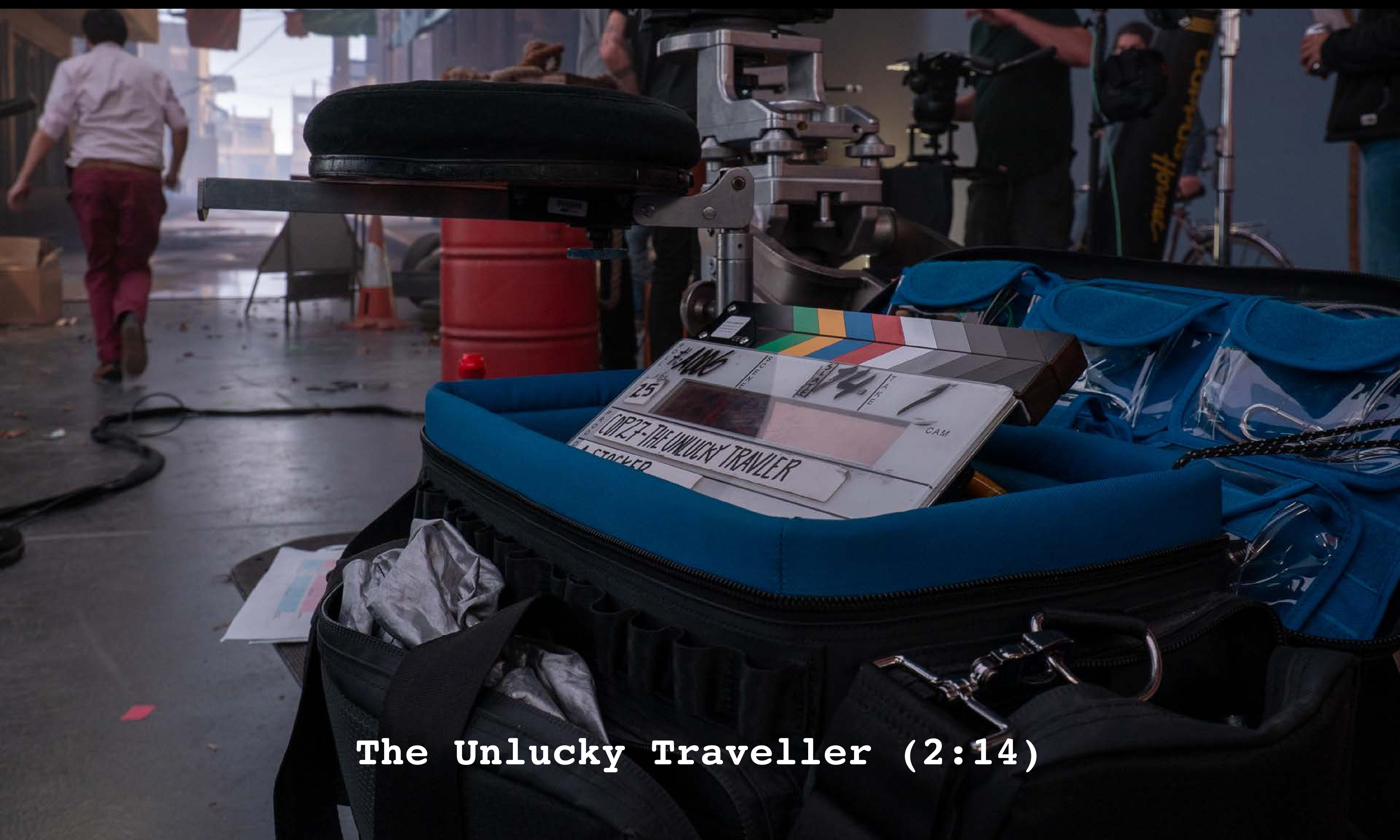
A wide-angle photograph of a massive film set. A man stands on a light-colored stage floor, which is surrounded by complex black trussing and lighting equipment. The ceiling is filled with numerous spotlights and cameras. A large blue screen is visible in the background. The overall atmosphere is industrial and technical.

**New Era for Safety for Volvo Cars (7:45)**

**Client**  
**Project**  
Film Prod

**COP27**  
**CT x ARRI XR Volume. 2022**  
Content Producer, Plate Asset Manager

[\*\*Link\*\*](#)



**The Unlucky Traveller (2:14)**

**Client** HSBC, Circle of Excellence.  
**Project** London, Hong Kong, Mexico. 2022  
Broadcast  
Design Development, Unreal Engine,  
Creative Direction, Project Management.



**HSBC Circle of Excellence**

**Client  
Project**  
Experience

**Tommy Hilfiger  
Fleet Street, London. 2022**

**Pop-up brand activation, System Design,  
Commissioning, Technical Prototype.**



**Selfie-Booth**

**Client**  
**Project**  
Experience

**Google Home**  
**MWC, Barcelona. 2022**

Technical Prototype, System Design &  
Integration, media playback & Show Control

[Link](#)



**Interactive Video Wall**

**Client** Cisco Live 2021  
**Project** Gran Fira, Barcelona. 2021

Experience

Creative Direction, Keynote Production, Realtime rendering, media playback, .



**Keynote Visuals**

# Personal Pale Blue Project

Experience

Creative Direction, Creative Production, Unreal Engine, Virtual Reality, Physical computing.

[Link](#)



# Personal DAYMARK Project

Experience

Creative Direction, Way-finding, Signage, UI & UX,  
Technical Prototype, Iterative Design.

[Link](#)



# Personal DAYMARK Project

Experience

Creative Direction, Way-finding, Signage, UI & UX;  
Technical Prototype, Interactive Design.

[Link](#)



Corten-Steel Prototype

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**Thank you.**