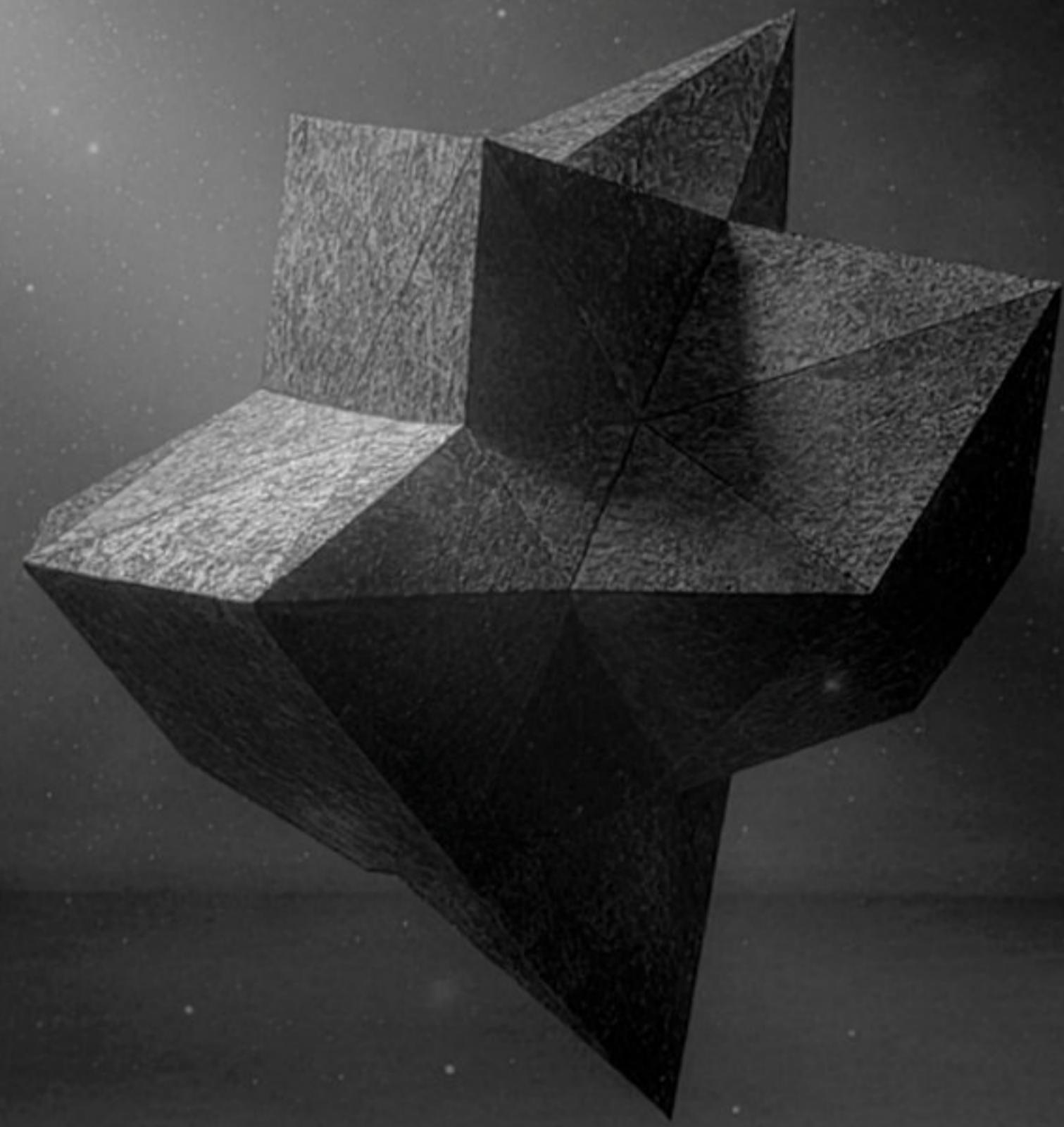


# Andrew Fiddy

Brand Portfolio

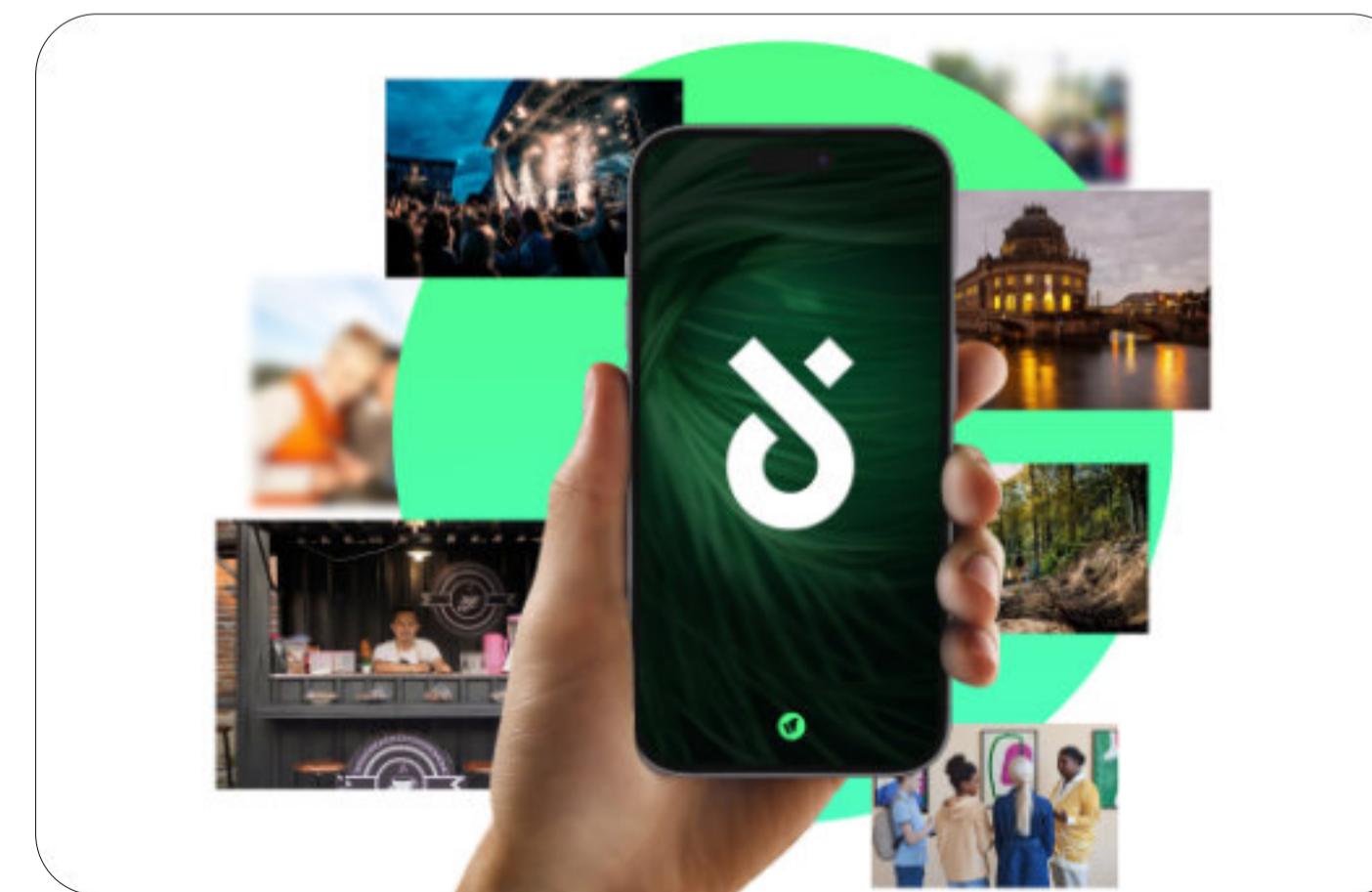
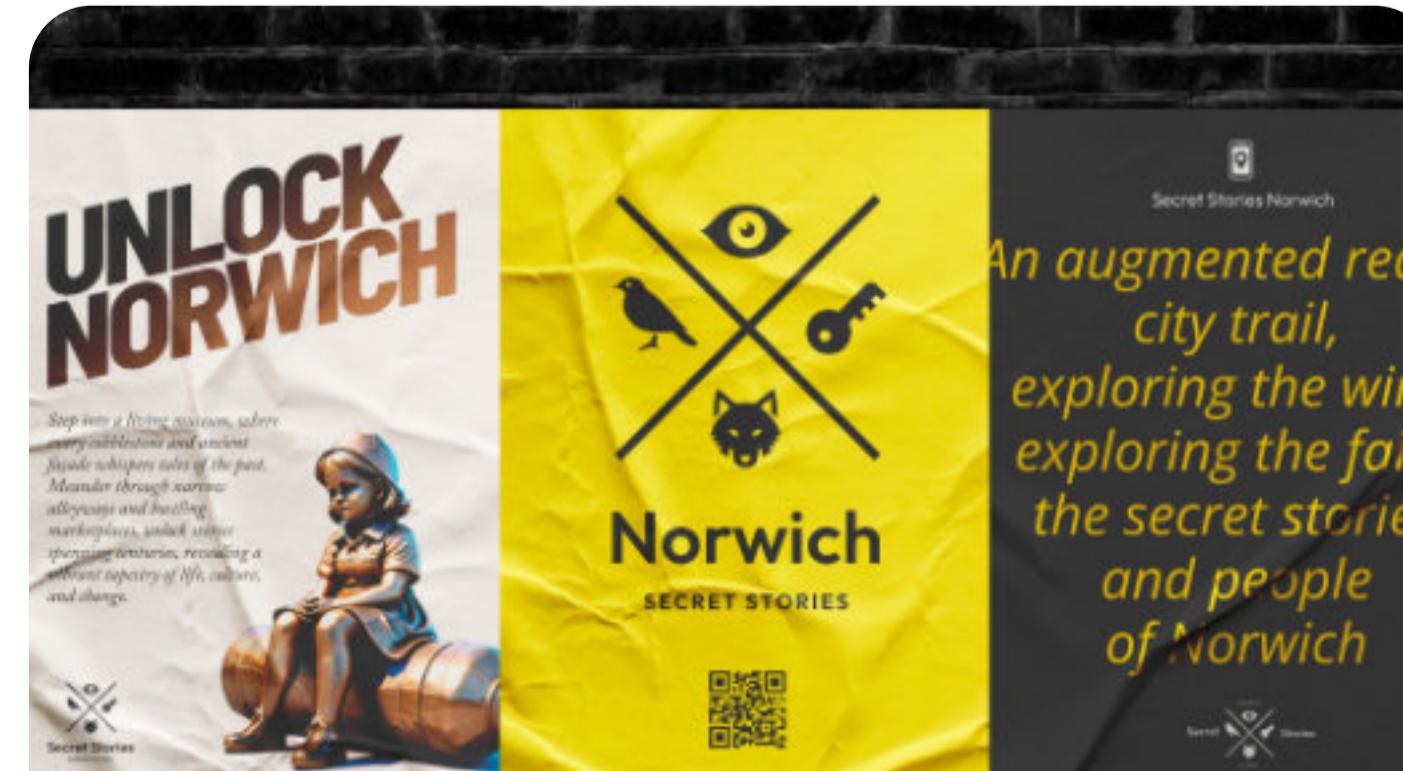


# Branding

I have worked on multiple global brands as a partner, and been responsible for creating and maintaining brands, from conception to completion in numerous markets. I'm familiar with creating typography, icon, palette and design systems for integration into the wider brand delivery.

From a strategic viewpoint, I understand how a brand successfully reflects a companies values and how important it is to a business in terms of presentation.

From a design perspective, I have worked extensively to create brand guidelines for both visual elements and also other areas such as tone of voice and personality.





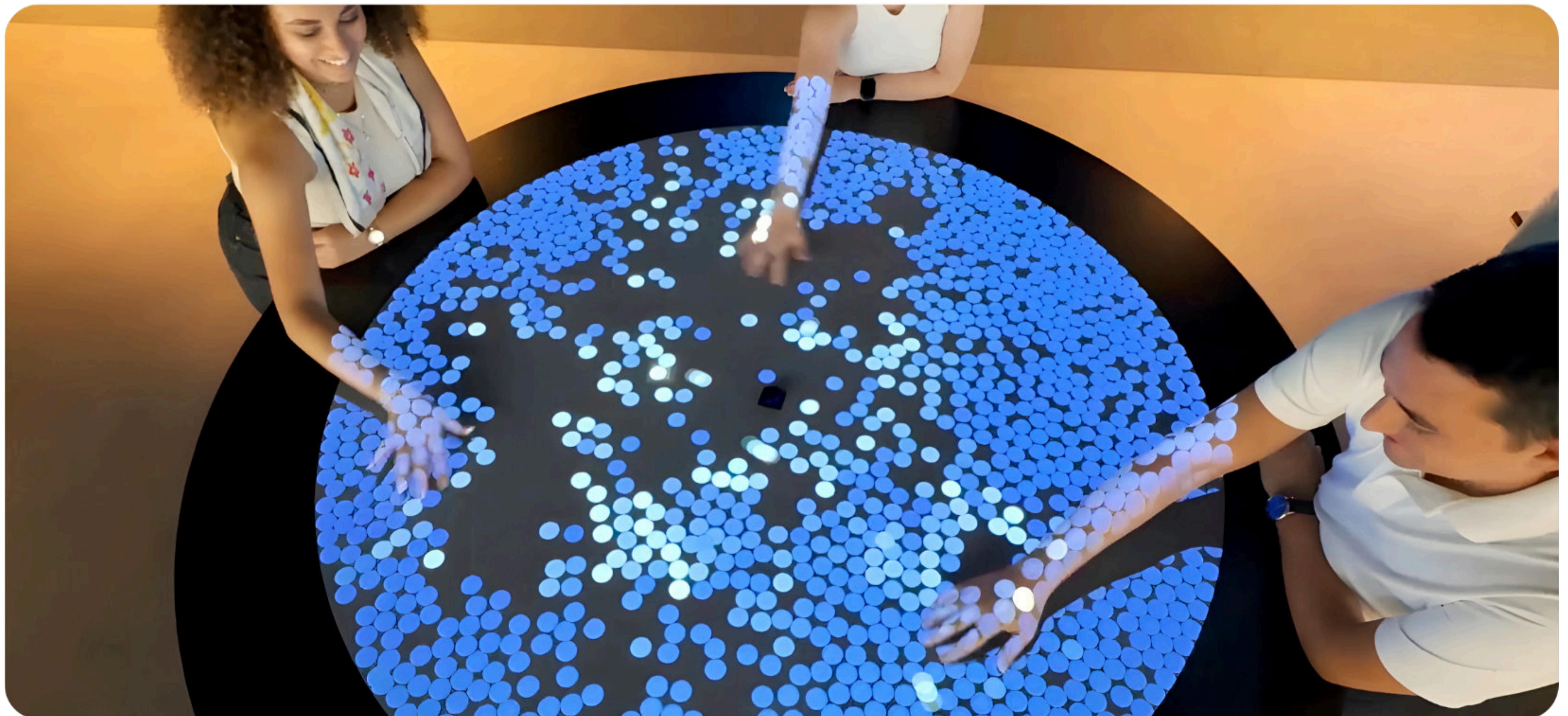
# Case Studies

## Brand creation

The following case studies show brands I have developed from initial product concept into fully fledged examples, ranging from small to large.

# Amcor Technology Hub

To demonstrate their commitment to sustainability, Amcor (formerly known as Berry Global) wanted a cutting-edge learning centre at their new Barcelona headquarters. Designed for clients, colleagues and local communities, the space needed to inspire, educate and connect audiences around Amcor's innovations.



# Amcor

## Brand, UX, Ui, Motion Graphics

At Infinite form we were tasked with designing and delivering a cohesive, interactive hub that used the latest creative technologies, including Virtual Reality, Touch screen and Projection installations to bring their sustainability story to life.

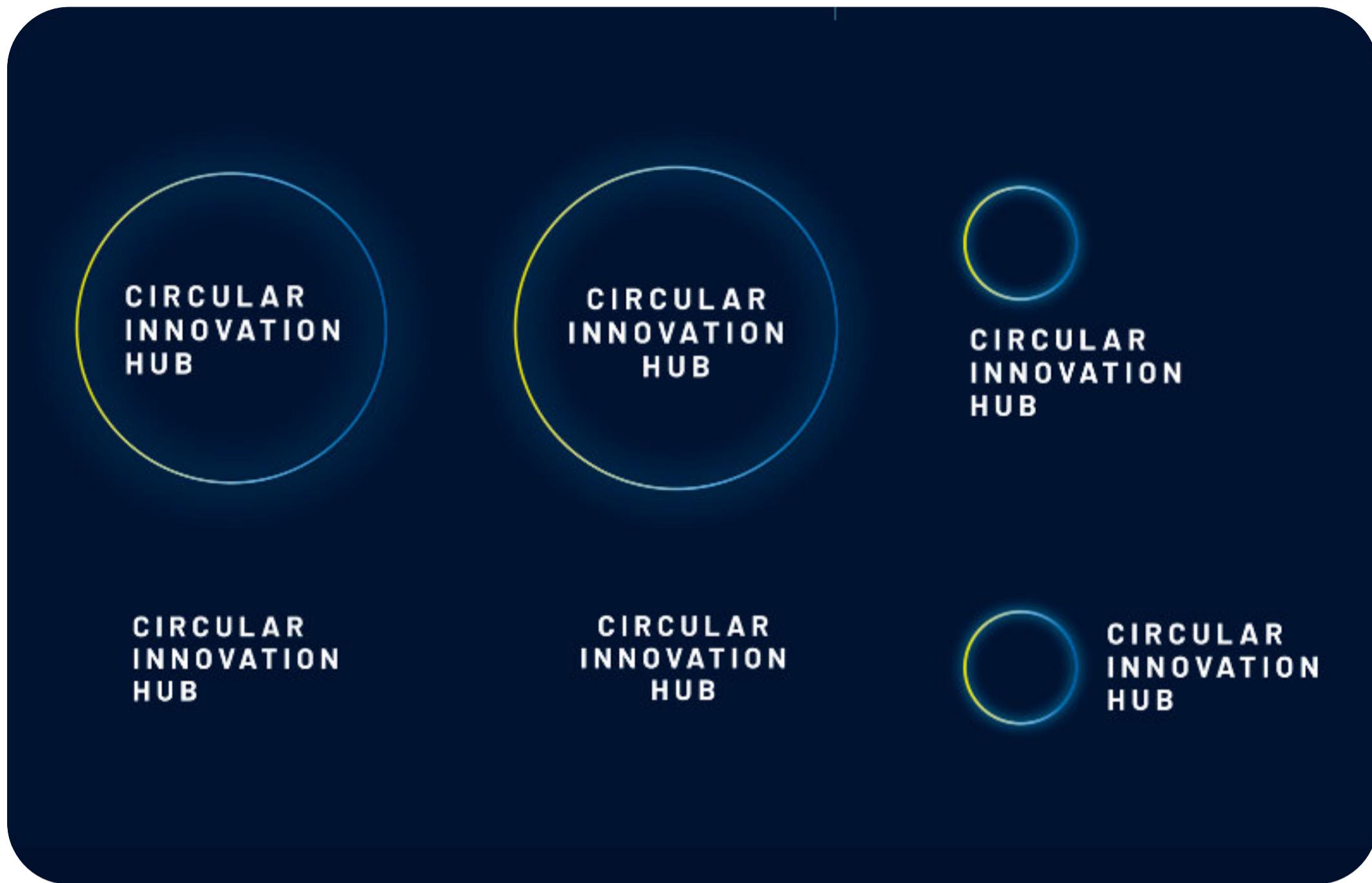
### **My responsibilities were:**

- Design the hub brand and style guide in compliance with the Amcor brand
- Apply the brand style guide to the installations and interfaces.
- Work with Technical & Creative Directors to wire frame & design all interfaces.
- Provide screen Motion graphics as part of the brand.
- Animate interactions and state changes.
- Communicate and liaise with development to realise designs

### **Outcomes**

- Successful installation and continuation.
- Increased visibility of Amcor's sustainability mission.
- Repeat commissions.





A comprehensive branding kit for Circular Innovation Hub, featuring typography, color palettes, and design assets. The kit includes Proxima Nova Alt as the primary typeface, Open Sans Condensed as the secondary typeface, and a color wheel with circular gradients. It also features a grid of four cards: Welcome, Artificial Intelligence, Question, and Circular Innovation Hub.



**Product Manufacture**

Berry Supports RECOUP's Plastics Recycling Message

Berry Global's European recycling business was the headline sponsor of this year's RECOUP Plastics Resource and Recycling Conference, which took place on 28th September in Peterborough.

# XIST

## VR Technology System

XIST is Infinite Form's exclusive Virtual Reality platform upon which their training, gaming and events systems are built on. As one of the earliest completely wireless systems in the industry, XIST pioneered the technology we see in use today across VR.



# XIST

## Brand creation & development

During my tenure as Head of Design at Infinite Form, one of my early responsibilities was to redefine the XIST brand. This involved working from a previous logo and colour palette to develop into a fully designed system that could work across multiple channels and compete with larger industry competitors.

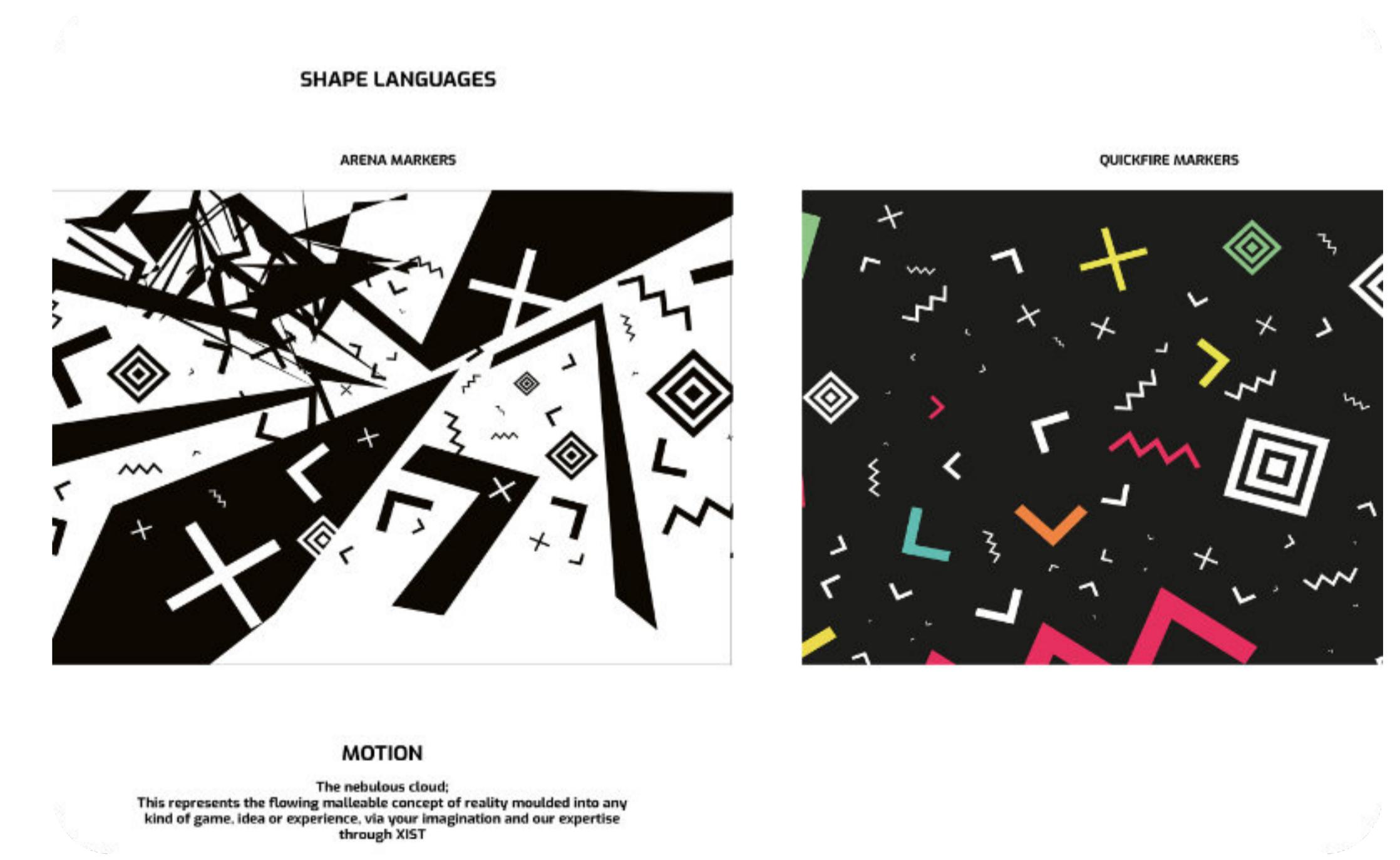
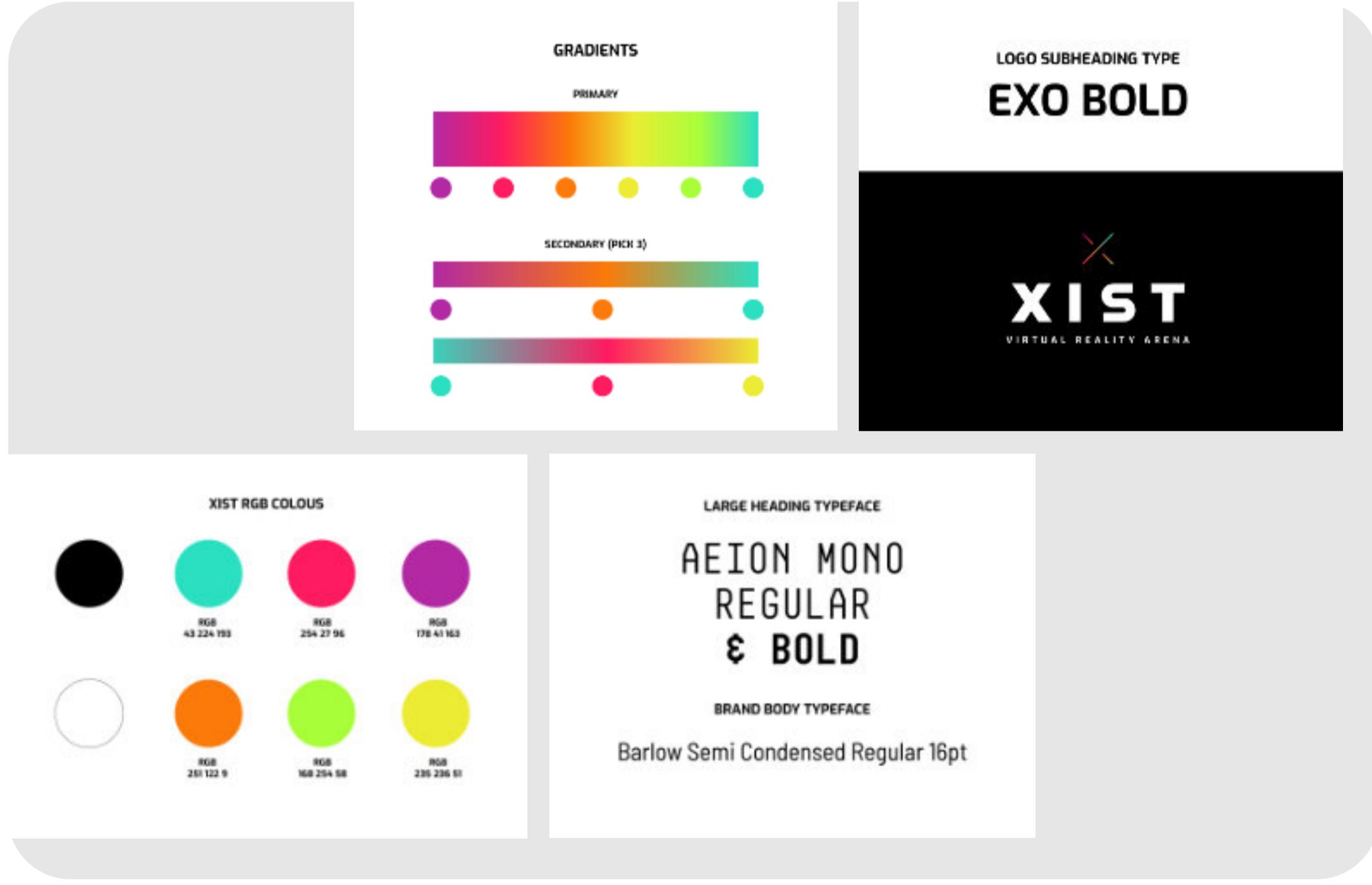
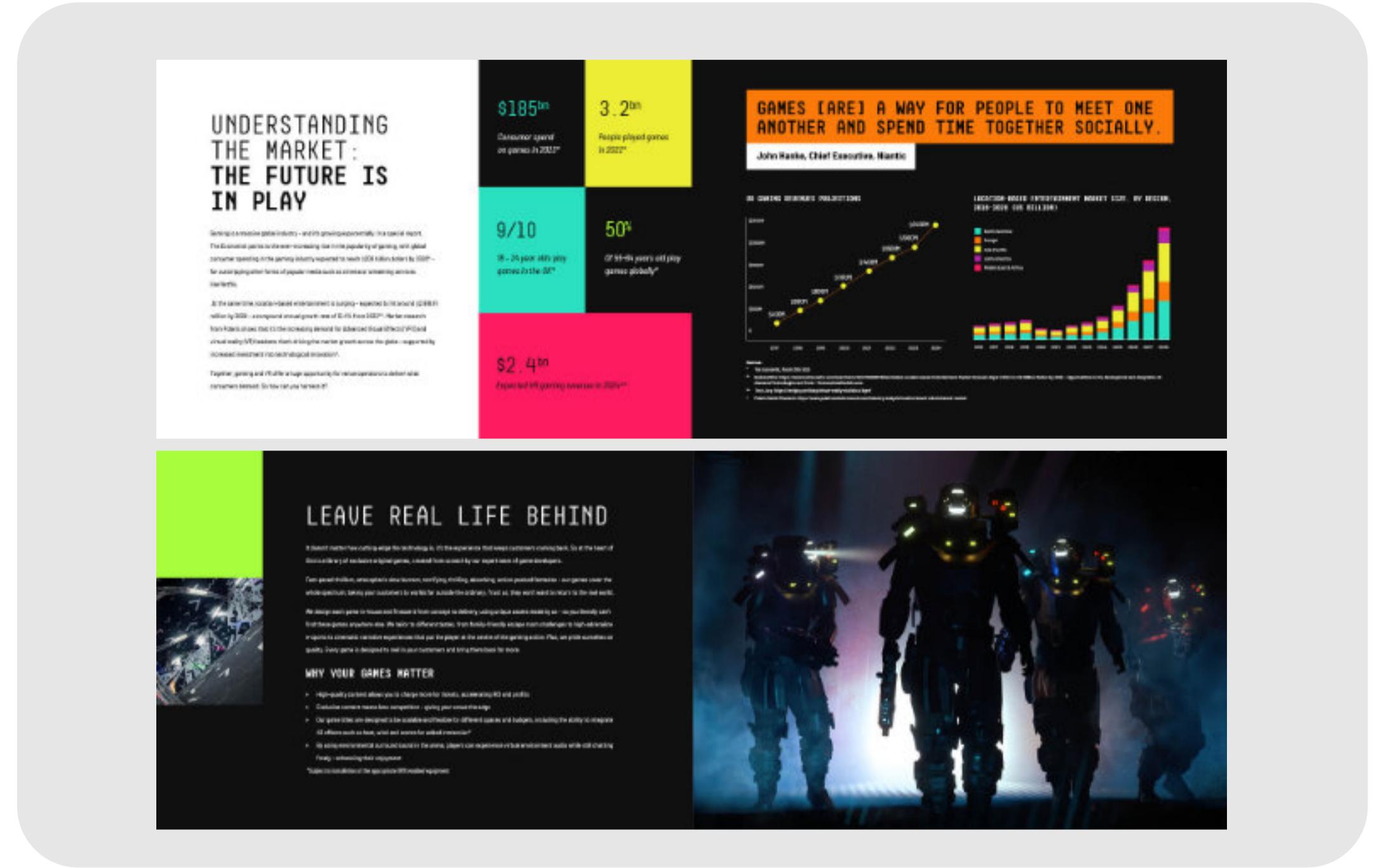
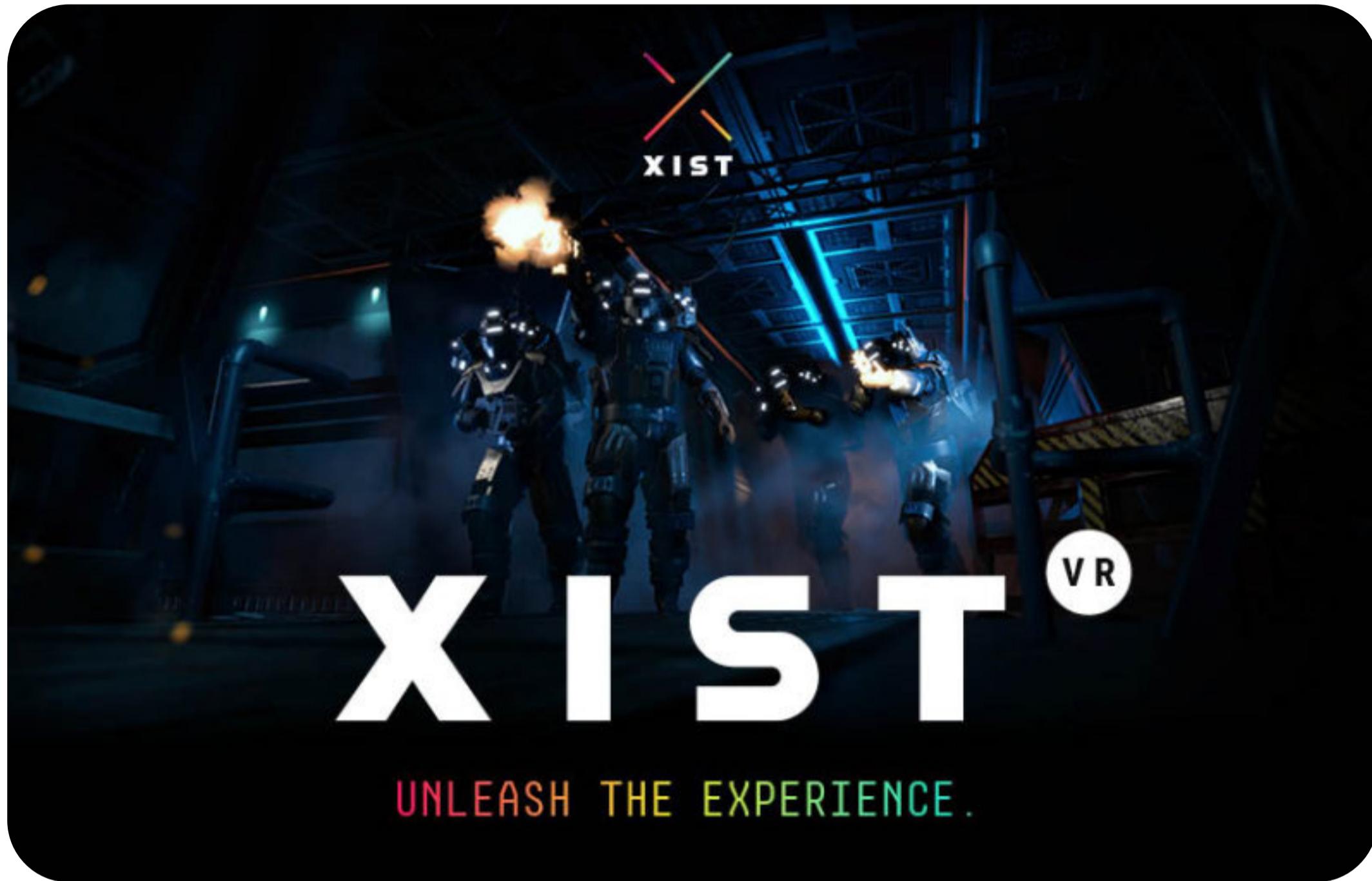
### **My responsibilities were:**

- Redesign & refresh the entire brand.
- Supply a brand style guide and company wide guidance.
- Define brand elements including arena markers, website designs and promotional motion graphics.
- Connect with numerous markets; including LBE and Training.
- Elevate the brand into higher leagues.

### **Outcomes**

- Successful rebrand and refresh.
- Increased visibility in the industry, resulting in the forming of a dedicated team and increased output.
- 6 years of consistent development and growth.





# The Eve of War

## VR Arena Game

Working with Infinite Form's gaming wing, Eve of War was a Virtual Reality based multi-player arena game where players worked in teams of four to complete multiple missions based on the famous H.G Wells narrative.



# The Eve of War

## Brand design, Interface

As the lead interface designer on this project, I worked with the game creators to give the game a more premium feel, reflecting the Victorian nature of the narrative.

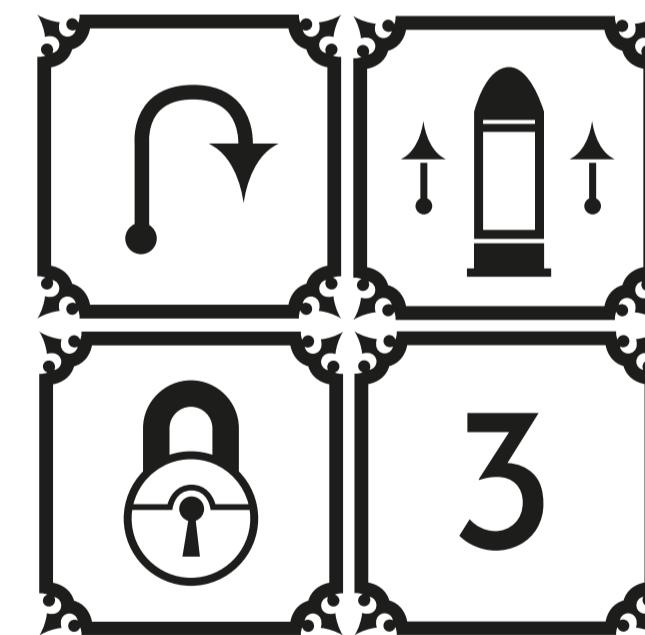
This involved developing an accompanying logo, marketing brand and style guide for the experience that would help combine the overall look and feel of the game.

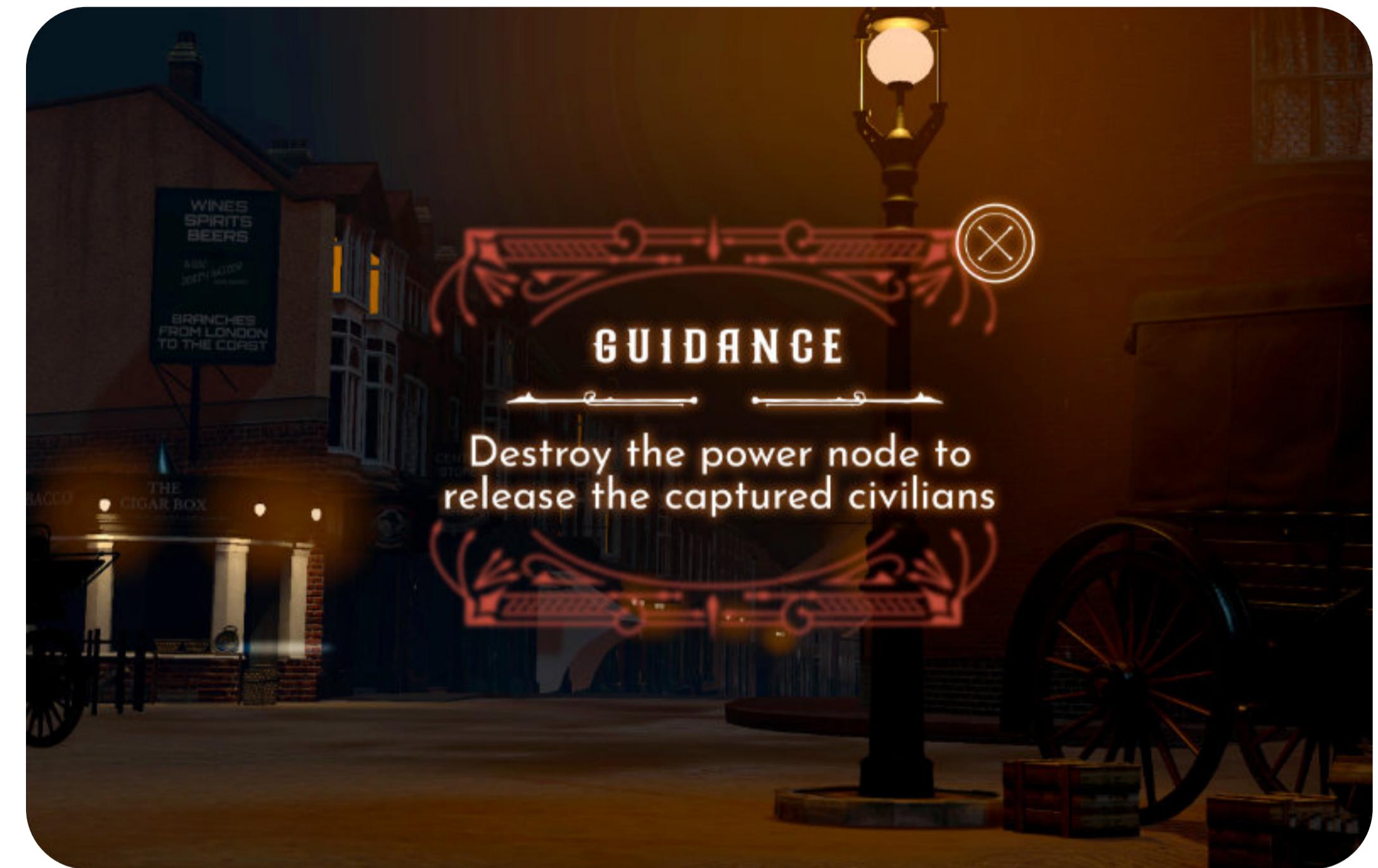
### **My responsibilities were:**

- Produce a logo, minimal brand and style guide for the game
- Create all interface iconography and UI
- Deliver social and marketing based design for the project.



**CRASH LAND INTO AN  
ORIGINAL VR INTERPRETATION**





# Unlock Norwich

## Augmented Reality Trail

An Augmented Reality trail app detailing the historical and hidden aspects of Norwich City, through an exploration and story-telling discovery theme.



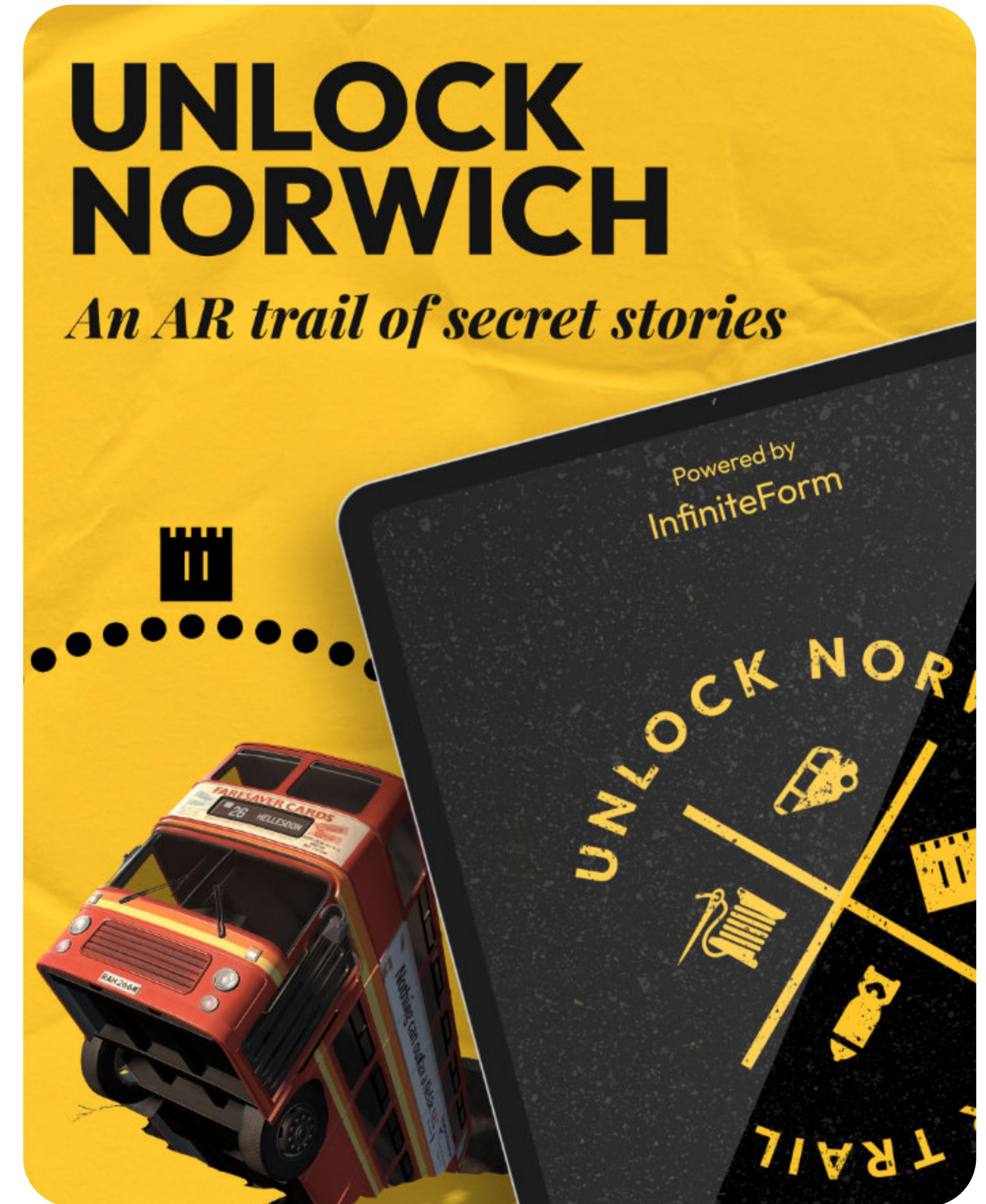
# Unlock Norwich

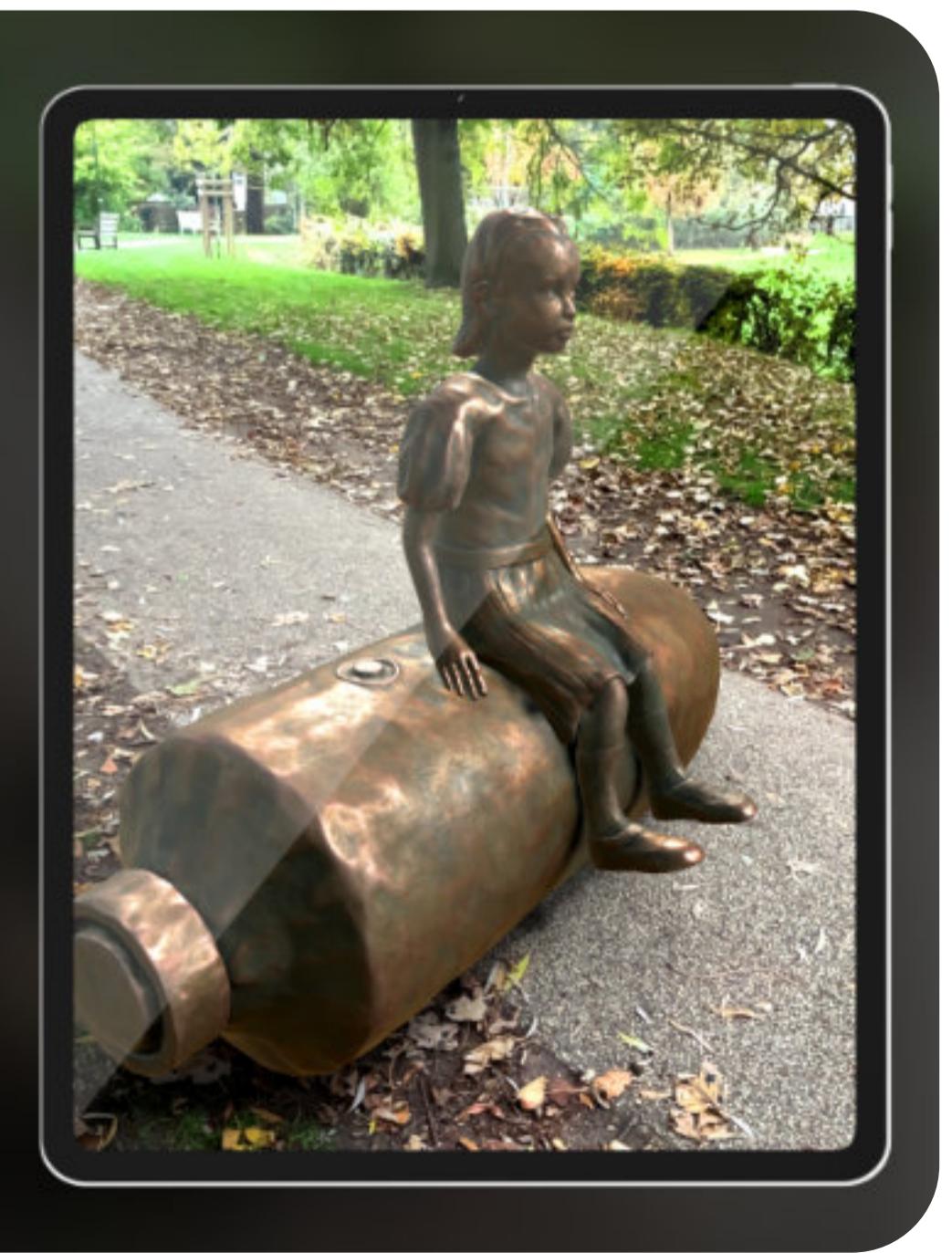
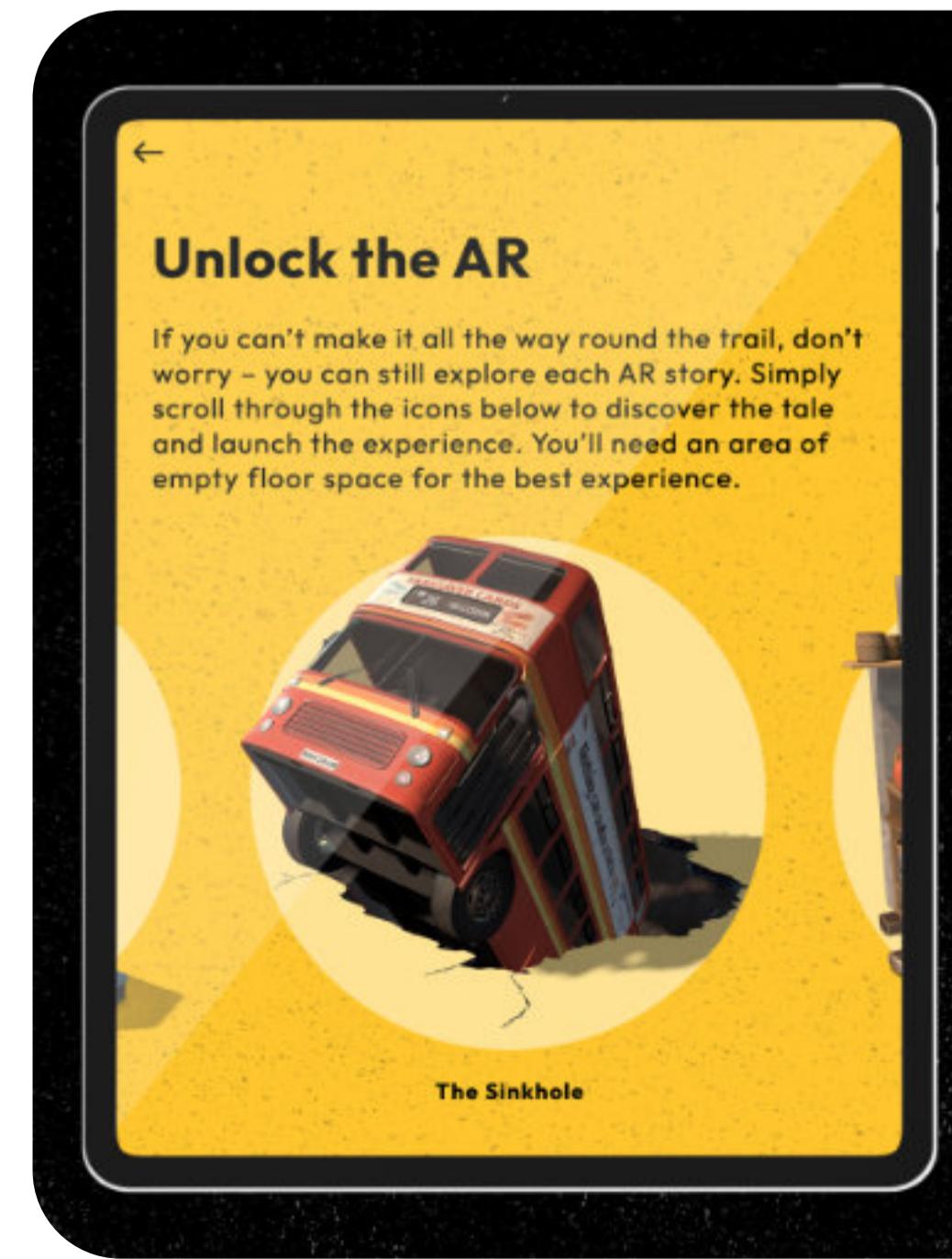
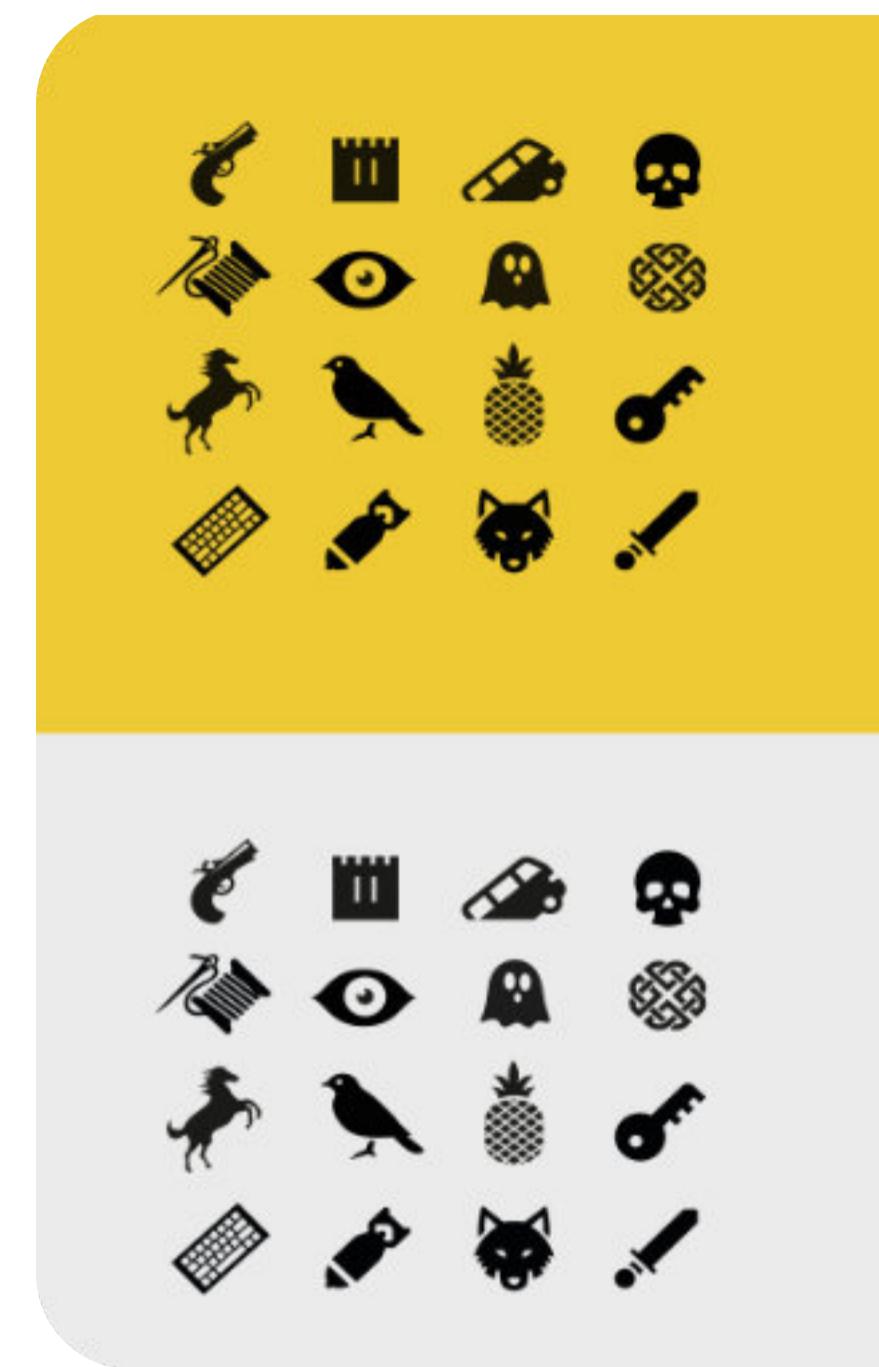
## Product Brand design

Based around an interest in hidden and cryptic historical stories and folklore, this brand was created to build connections with local community and visiting tourists to Norwich.

**My responsibilities were:**

- Design & create a striking brand that captured the attention of the intended market.
- Create a small style guide for developers to work from.
- Provide guidance to marketing teams for creating social content.
- Expand the design to cater for ongoing content requirements.





# Destinations

Market specific travel app

Infinite Destinations is an all-in-one visitor experience platform and digital tour guide app tailored to suit your destination.



# Destinations

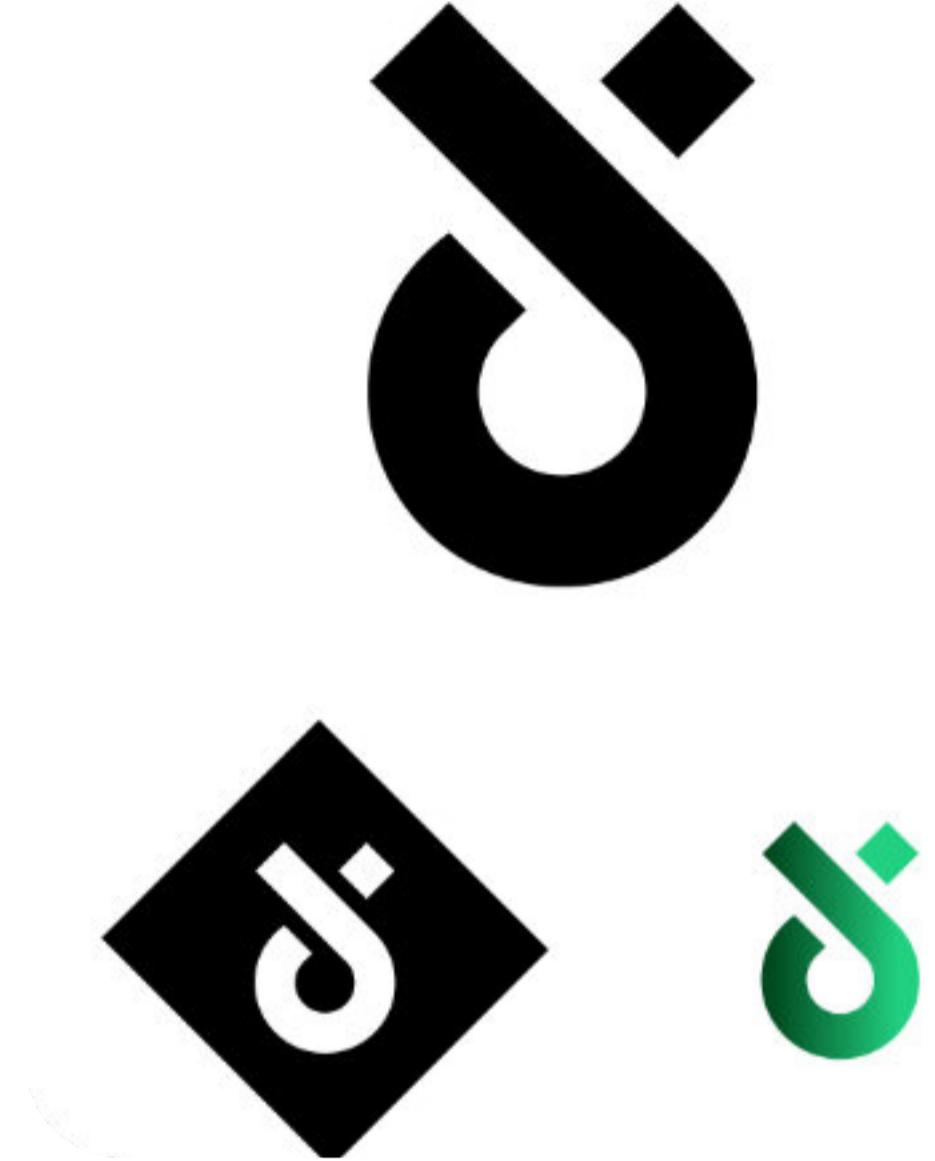
## Brand exploration

I was involved in the early stages of defining the Infinite Destinations product brand. This app required multiple stakeholders to position the offering, my role involved collating and researching this information to help form the visual direction.

### **My responsibilities were:**

- Initiate discovery workshops to determine story and message.
- Create numerous visual exploration stages to explore brand directions.
- Facilitate naming of the product.
- Advise 3D & Creative teams on how to position the brand.
- Work with project directors to output marketing material.

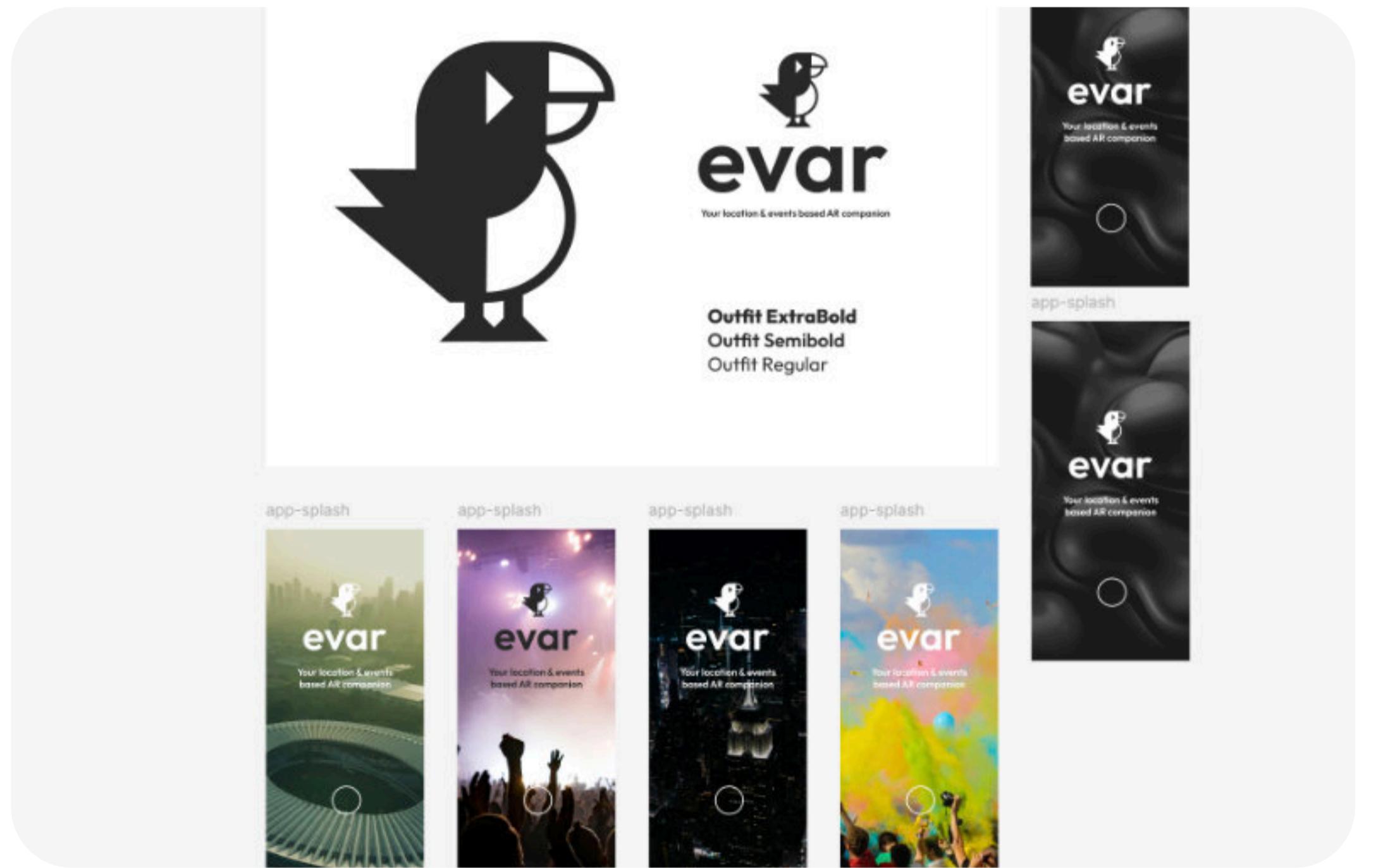




**InfiniteDestinations**

**Infinite  
Destinations**

**Infinite  
Destinations**

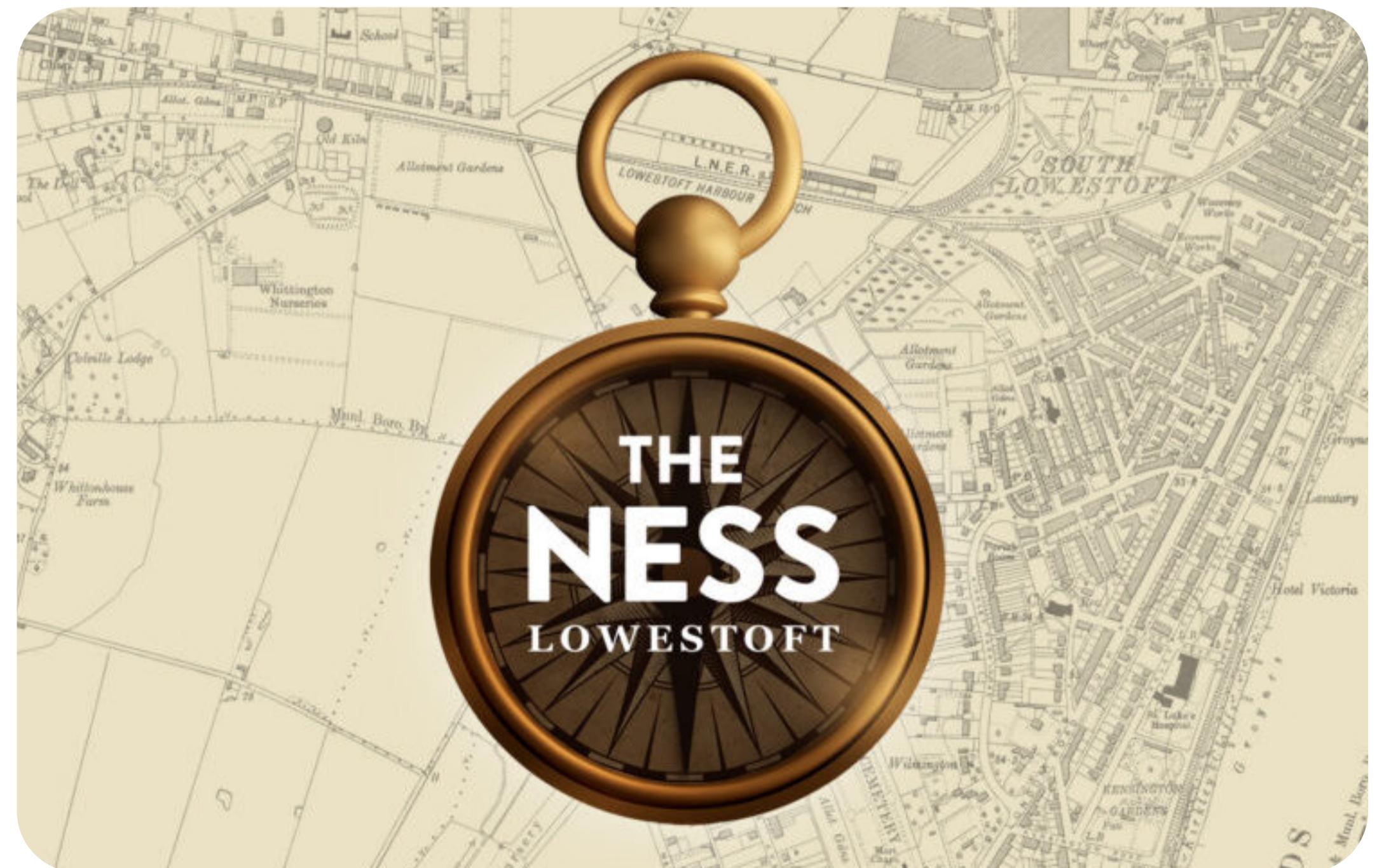


# Games

## Logo & Identity

During my time at Infinite Form, I was often part of a wider team involved in gaming and training products. Whilst the games were usually already created as a brand they often lacked a market facing identity, which I would create alongside the games team and often continue into developing the interface for visual consistency.







# Case Studies

## Brand support

The following examples show how I've worked alongside many great brands to support & expand their existing design systems.

# Trison

## Luxury brand museum

A world-famous German luxury sports car brand opened a new mixed reality museum in Kuwait. Our task was to transform the way visitors engaged with iconic cars, blending innovation with exclusivity to match the prestige of the brand and its new cultural destination.



# Trison

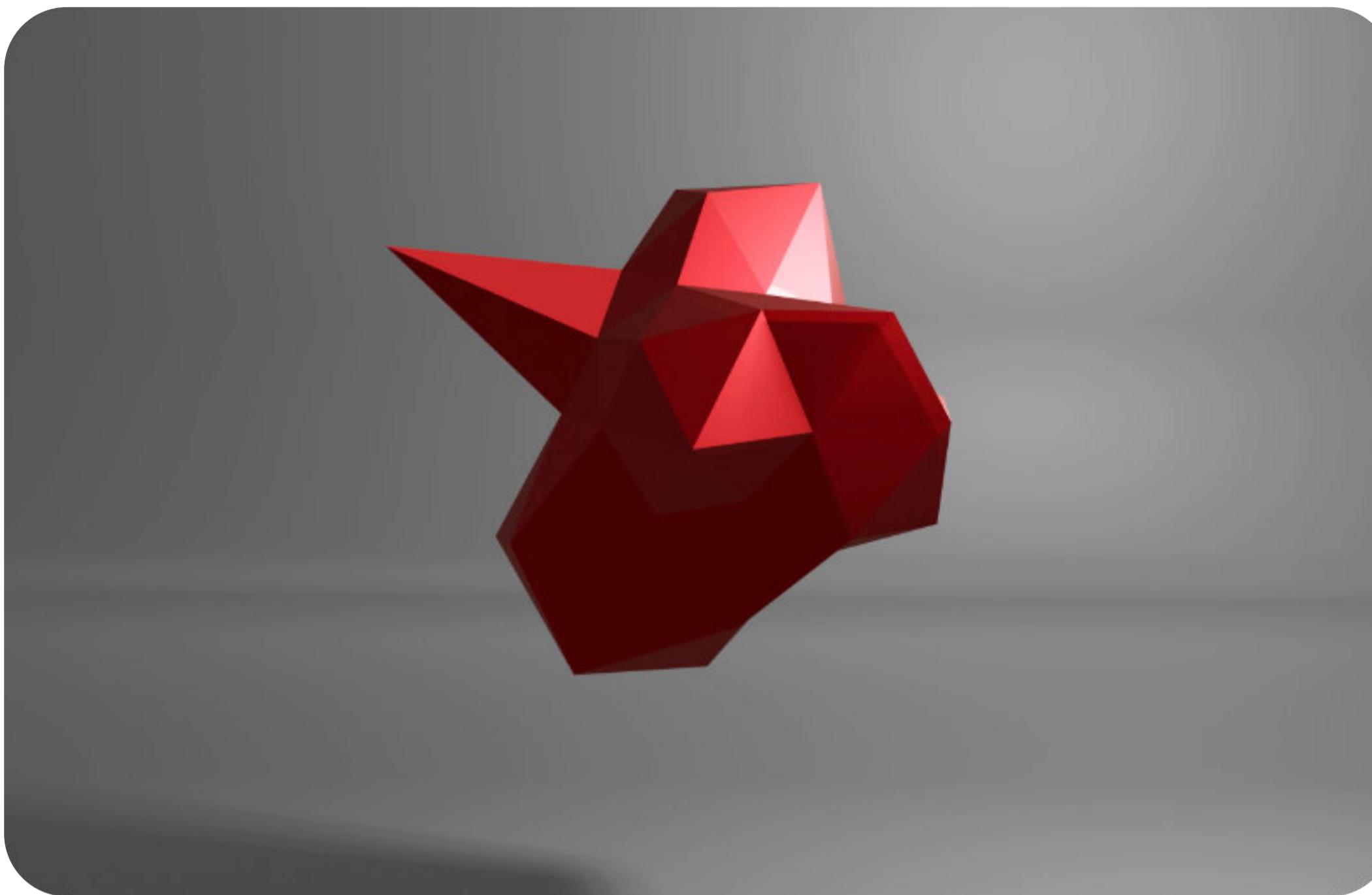
## Brand development, VFX

As part of a small team of immersive specialists, I was the Lead Designer providing the brand visual guidance and interfaces for six distinct Mixed Reality experiences that were brought to life through Meta Quest 3 headsets and iPads.

**My responsibilities were to:**

- Develop the design language and brand for the experience.
- Design all mixed reality interfaces and interactions.
- Provide supporting conceptual art and prototypes.
- Provide Motion graphic guidance.





**Visual language**  
A balance of technical expertise and visual beauty.

Optimize function. Reduce the form right down to the essentials. Overcome the familiar to continually discover new and exceptional solutions. This results in unique and eye-catching designs that have won multiple awards for form and function.

**Main Headline style Porsche Bold**  
Secondary headline style Porsche Bold

**Welcome to Nürburgring**  
To begin the immersive experience, walk towards the icon

**MAIN HEADLINE STYLE PORSCHE BOLD**  
**SECONDARY HEADLINE STYLE PORSCHE BOLD**

**WELCOME TO NÜRBURGRING**  
TO BEGIN THE IMMERSIVE EXPERIENCE, WALK TOWARDS THE ICON

**1960s**  
Porsche 911 First Generation

**1990s**  
Porsche 999 Carrera

**911 GT2**  
Weissach Package

**Porsche**  
964 Leichtbau

**1960S**  
PORSCHE 911 FIRST GENERATION

**1990S**  
PORSCHE 999 CARRERA

**911 GT2**  
WEISSACH PACKAGE

**PORSCHE**  
964 LEICHTBAU

**1960s**  
PORSCHE 911 FIRST GENERATION



# Deloitte Tennisables

Deloitte asked Infinite Form to create an immersive Web AR experience for the LTA's Tennisables campaign, aimed at children aged 5–8 years old. The campaign inspires young players to copy dance-based tennis "tekkers" performed by colourful animated characters, making tennis feel exciting, inclusive, and – above all – fun.



# Deloitte Tennisables

## Brand support, Print, Social campaigns

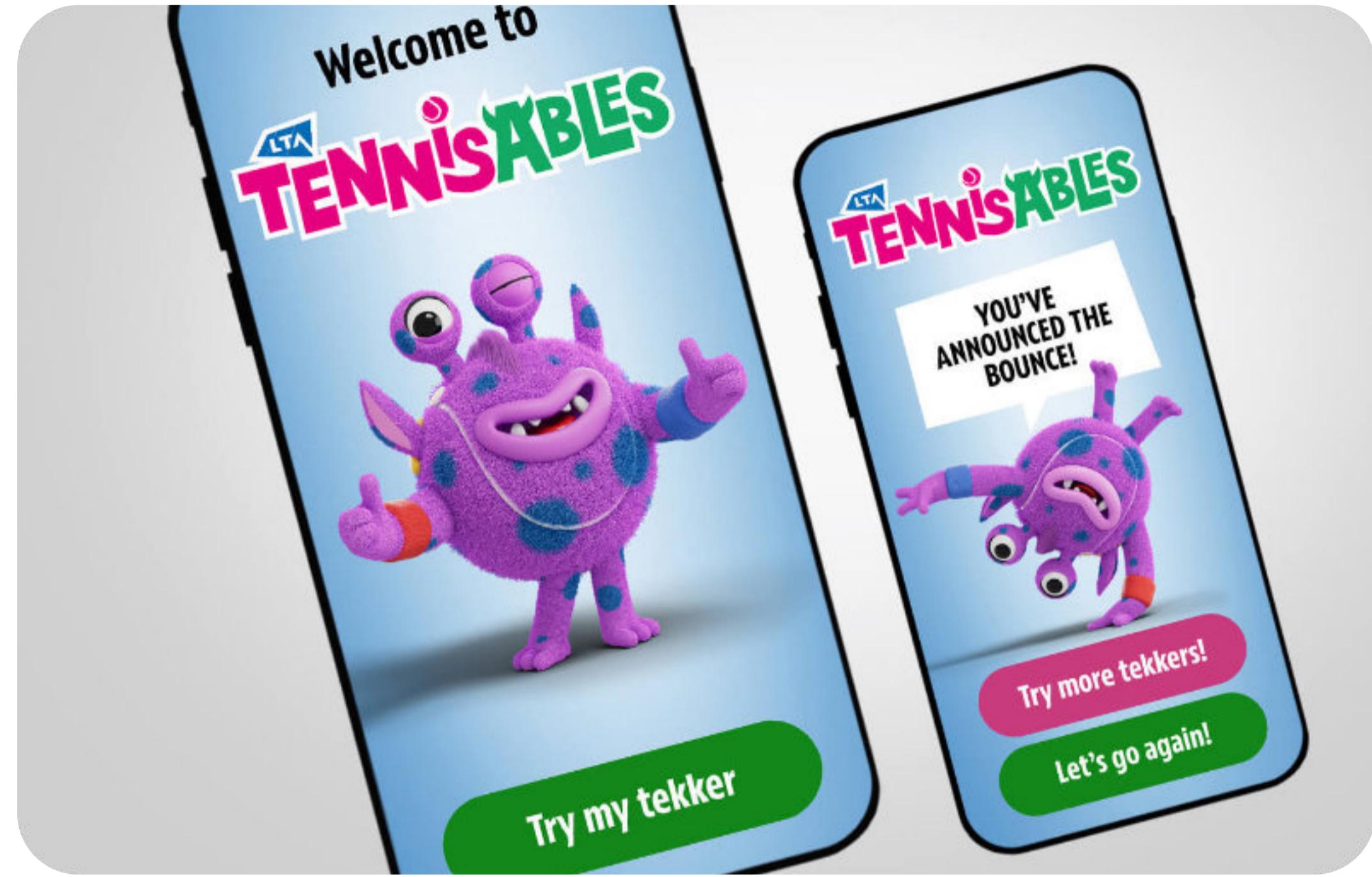
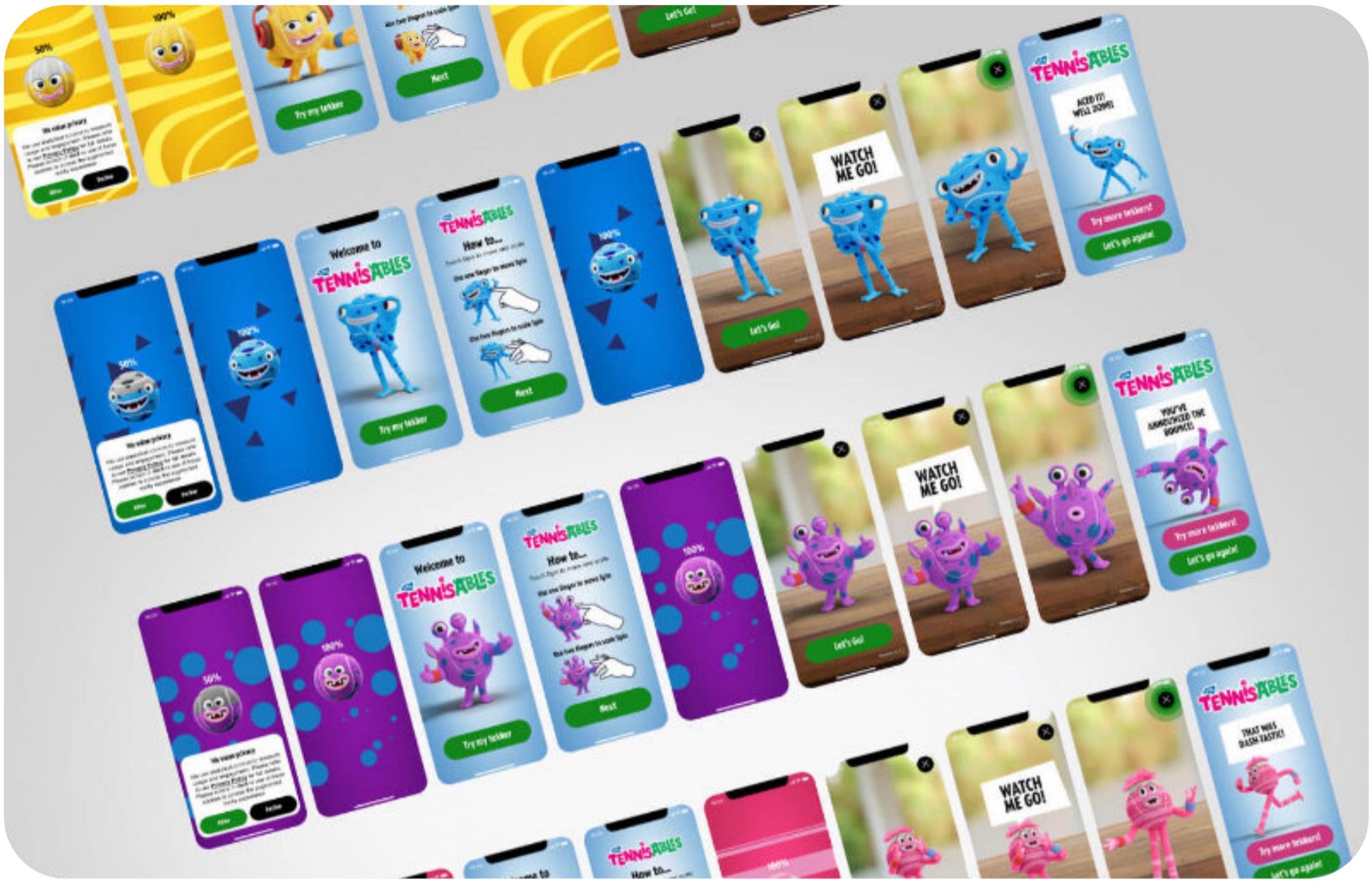
My role on this project involved working with an external agency to create the user journey and design for the Augmented Reality app, utilising their existing campaign and brand assets.

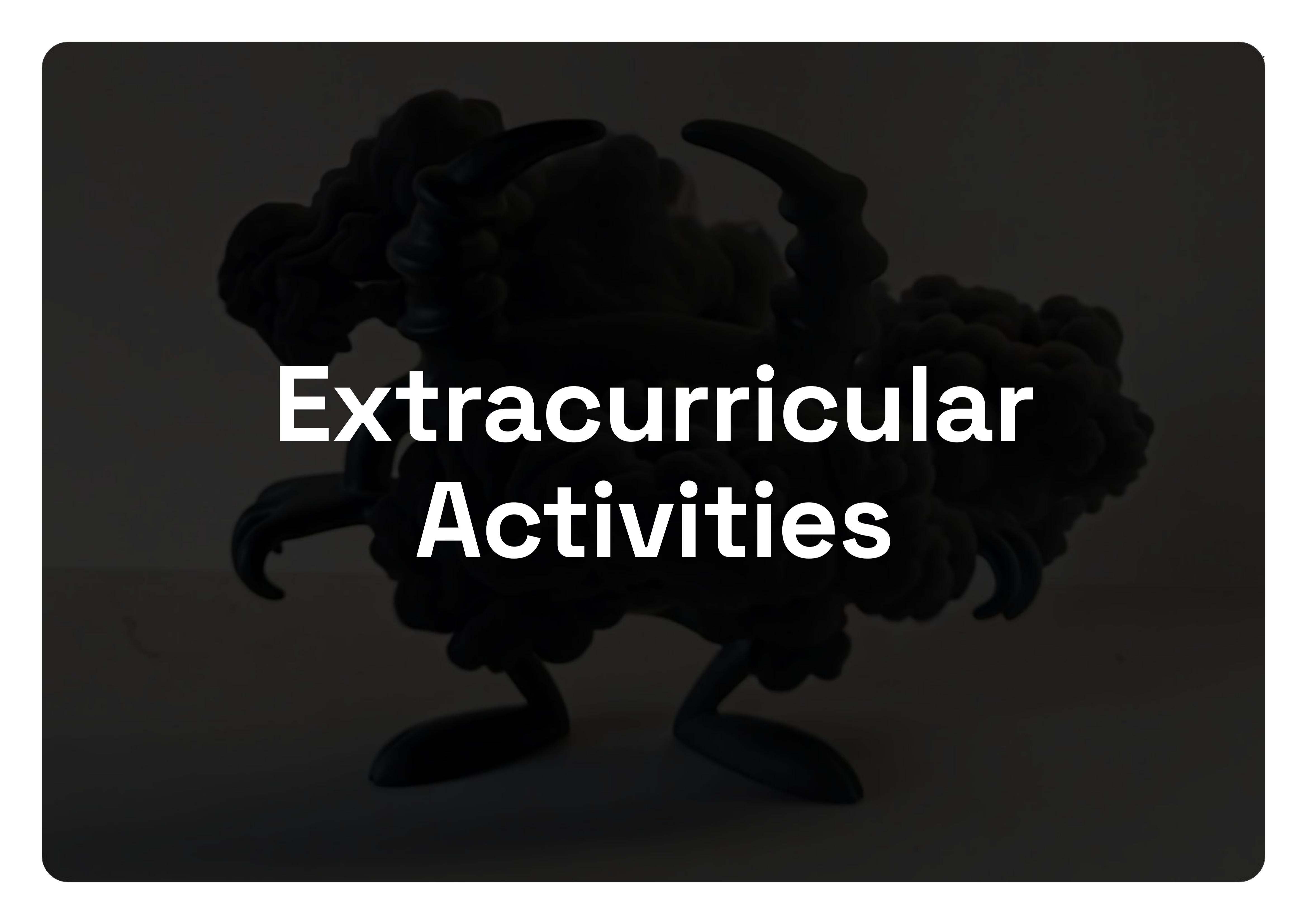
Beyond the delivery of the app I provided support assets for the social and printed campaigns, which included animated social teasers displayed on the large screens at Wimbledon, as well as designing and delivering 40000+ collectible cards for print.

### **My responsibilities were:**

- Produce the app wire frames and final design in keeping with existing brand
- Create and deliver to print 40000 collectible cards to trigger the AR
- Animate and produce numerous Social platform campaigns promoting the launch







# Extracurricular Activities

# Side projects

I like to keep creative outside of work and run a number of side projects. Mostly for personal enjoyment and to explore technologies and techniques outside of commercial work.

Most recently I have been utilising 3D printing and Artificial Intelligence for image creation and animation / motion.

I enjoy collaborating with other designers and artists to push creative boundaries and experiment with new approaches.

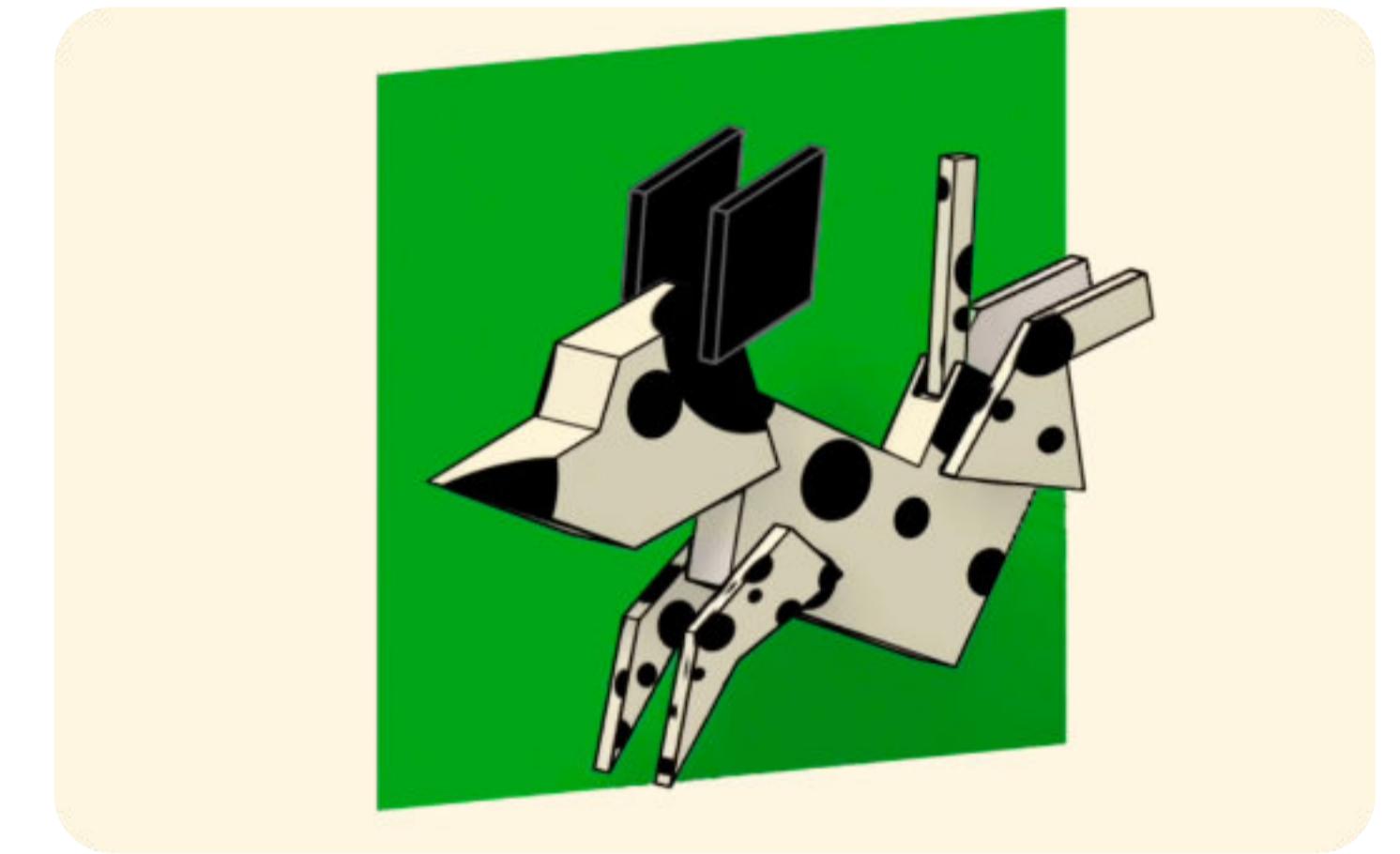
This passion has led to exhibitions, mentoring younger students into the industry as well as opening up new doors creatively, helping to build a wide network of creatives and technologists.

Most of all it has kept me inquisitive and motivated to always explore and find new ways of creating.



## Drew Fiddy

I'm a keen illustrator and like to explore techniques and styles.



## Album cover project

A series of 3.js projects that explore animating album cover art.



## Short films

I've made numerous short experimental films to learn editing skills and brush up on storyboarding.



## Mayhem Unlimited

My own toy brand, explores A.i, 3D printing & technology.



**INFINITEFORM**

**“It’s been a pleasure working with Andy, he’s one of the most talented and relentlessly creative people I’ve ever met and I’m really pleased to have had the opportunity to see him produce some amazing stuff here over the years.”**

James Burrows, Founder & Managing Director, Infinite Form

**“Andy provides invaluable experience and guidance, bringing creative and innovative acumen to all of our projects. A joy to have on any team and an excellent positive influence - company wide.”**

John Rogers, Creative Director, Infinite Form

#### **Nominated project awards**

- Smile Charity Awards 2022 – Silver (Redwings)
- Smile Charity Awards 2023 – Nominated (Redwings)
- UEA’s Virtual Open Day & Applicant Hub Platform – won Highly Commended at the Heist Awards 2024 for Most Effective Use of Digital or Social
- UEA’s Virtual Open Day & Applicant Hub Platform - Best Virtual Platform – Event Tech Live Awards 2024 - nominated
- Testimony 360, HET – Digital Innovation of the Year, Third Sector Awards 2025 - won
- Testimony 360, HET – Education and Training, Charity Awards 2025 - won
- Tennisables - Web Excellence Awards 2025 for Website – Children & Youth - won
- Tennisables - Web Excellence Awards 2025 for Apps & Mobile – Augmented Reality - won
- Tennisables - Web Excellence Awards 2025 for – Advertising & Marketing – AR & VR - won

# Andrew Fiddy

Creative & Design Leadership

**Available now**

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