

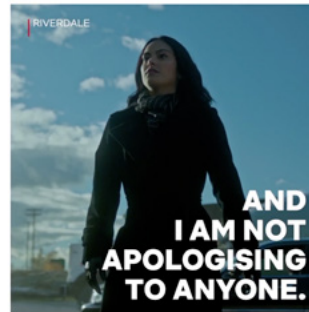
# joe buckingham

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motion designer  
video editor  
all-round useful guy

joe buckingham

motion designer  
video editor



@NETFLIXUK  
IWD 2019:  
Complex Female Characters  
2019-03-08



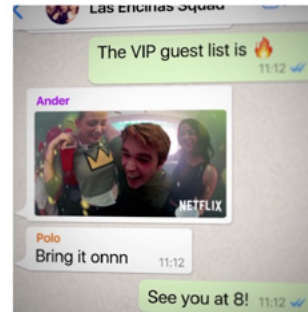
BIG MOUTH  
Puberty Awareness Week:  
Maya Rudolph's First Period  
2017-09-28

WHAT'S  
YOUR  
MOST  
WATCHED  
GENRE?  
COMEDY  
VS.  
DRAMA

@NETFLIXUK  
Your Most Watched  
Genre Story  
2019-03-11

SCREENSHOT +  
TICK OFF THE  
COMEDIES  
YOU'VE WATCHED:  
■ SANTA CLARITA DIET  
■ SEX EDUCATION  
■ BROOKLYN NINE-NINE  
■ ONE DAY AT A TIME  
■ RUSSIAN DOLL  
■ BIG MOUTH  
■ BO JACK HORSEMAN  
■ CRAZY EX-GIRLFRIEND  
■ GRACE & FRANKIE  
■ THE GOOD PLACE

SCREENSHOT +  
TICKOFF THE  
RIVERDALE  
YOU  
UMBRELLA ACAD  
THE OA  
MANIAC  
T.E.D.T.F.W.  
DYNASTY  
TO ALL THE BOYS  
ALWAYS A WITCH  
CHILLING ADVENT  
OF SABRINA



ELITE  
The Party:  
Group Chat Teaser  
2018-08-25

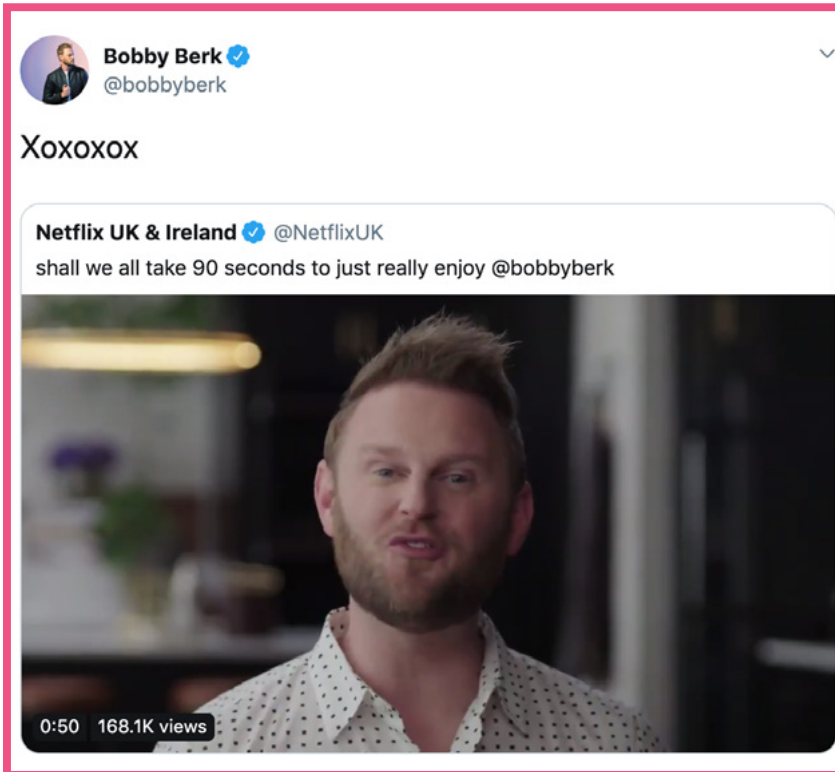
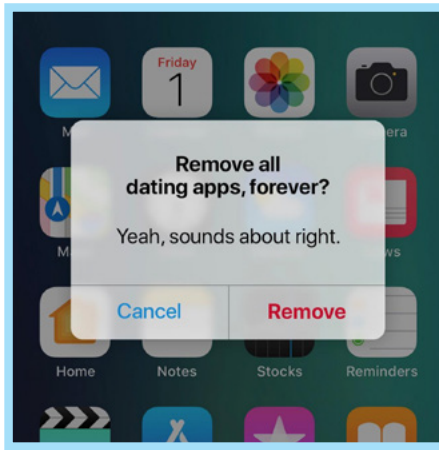
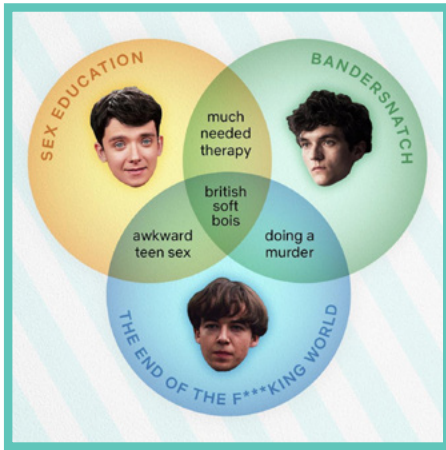
A SERIES OF  
UNFORTUNATE EVENTS  
Fortunate Events Teaser  
2018-12-20



## Showreel

Pretty much everything I do looks better in motion.

If you haven't already had a look at my showreel, you can click through to that above.



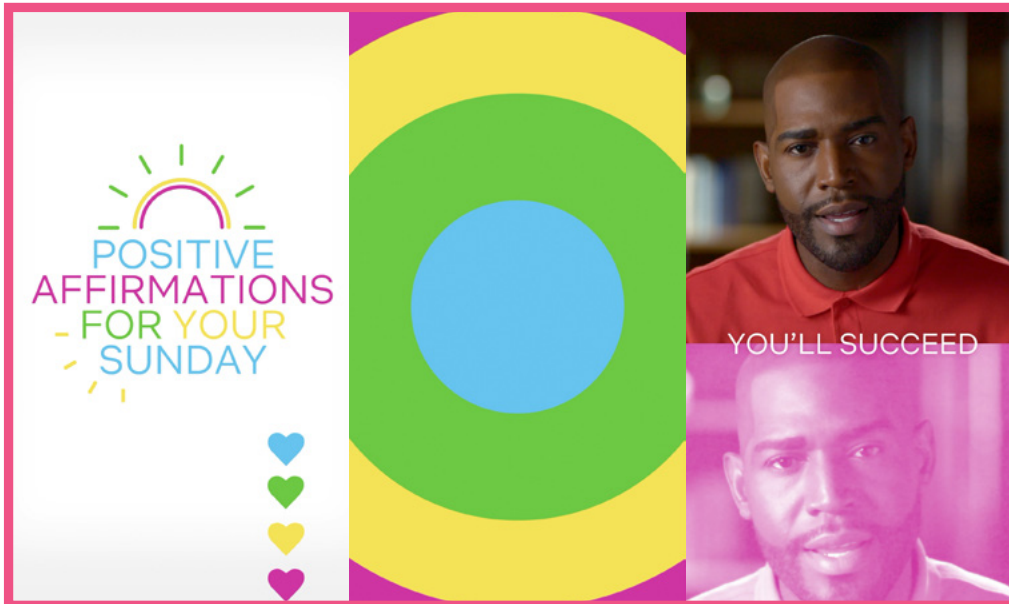
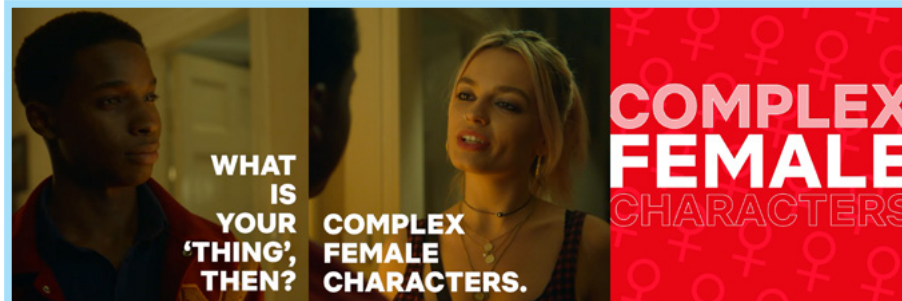
## Netflix UK

I'm currently leading design for the @NetflixUK facebook, twitter and instagram.

It's a really fast-moving daily process, working on everything from static memes to video edits and motion pieces.

I find the speed and responsivity really rewarding - the ability to adapt content based on what did well the day before is everything I enjoy about social design.

All images are links to the full posts - except bottom left.



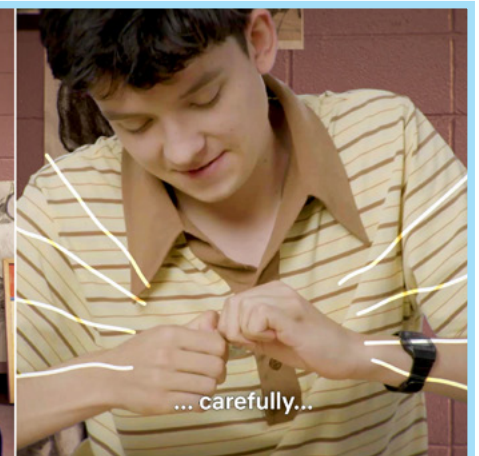
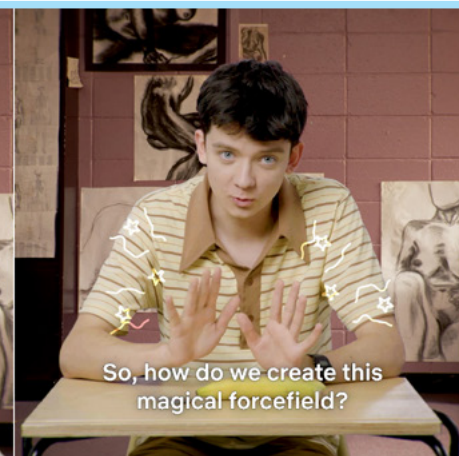


## Sex Education

From November to February I worked on Netflix's Sex Education, mostly across social video - some edits from existing show footage, some greenscreen studio footage.

What I enjoyed most here was being able to lean into the sense of humour of the show, and make sure that came through in everything from the pacing of the edit to the onscreen graphics - I think this is a particular strength of mine.

All images are links to the full videos.





## Platform Strategy



### Instagram

Instagram is the place where we will appeal to social gamers' sense of identity and their lifestyle preferences through polished, interactive content.

We'll use the feeds to world-build, appealing to a Words With Friends player's urge to tag their followers in relatable and shareable posts.

Instagram Stories will be another huge tool in spreading the word about the property, offering highly elevated content that can be shared player-to-player, as well as elements to improve fans' own experiences. Think Giphy Stickers, filters and custom interactive tap-through Stories.

### Facebook

Facebook is the premiere destination for Zynga users to socially extend their gaming experience while having the ability to connect with other users and share their favorite games as part of an online community.

Facebook will act as the bulletin board for premiere video content, the latest gaming news and updates, and a place for Zynga users to advocate, celebrate, and yes, even humblebrag about their multi-game journeys and wins.

Whether via polished, personalized creative enabling users to share their highest scores, best plays, and favorite game features, or innovative game culture creative snatching the attention of prospective and/or lapsed players, Facebook will spur Zynga's users to action with just a touch of the share button.

### Twitter

An online community built on simultaneous participation in multiple concurrent conversations, Twitter will be where users of all backgrounds, gaming preferences, skill levels, and demographics are given the one-click ease of finding fellow fans of their favorite Zynga game.

A hub for carefully honed, genuine per-game enthusiasm, Twitter content will serve the audience's desire to learn more not just about the game they're playing, but also the Zynga users with whom they're going head to head in a nail-biting, down-to-the-wire final round of hunting for that perfect match-smashing word.

With assets designed to inspire sharing and conversation, Twitter-optimized creative will seek to elicit organic, zealous engagement keeping Zynga always top-of-mind.

social life

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### WHO IS PINKY?

#### WHAT?

Using talking heads shots from the show we create a 45 piece of Pinky's friends and family talking about what makes him so special, building him up to be the coolest guy you've ever met - just as it reaches its peak we finally see Pinky... the camera cuts to him smacking his own butt, unaware he's being filmed.

#### WHERE?

Brand YouTube pages, Pinky Facebook account

#### WHY?

Introduces Pinky to a wider audience as well as establishes the tone of the show as fun and unique in a mockumentary style.



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social life

### WIENER SOUNDS

#### WHAT?

A supercut of weird noises and off-model animations from across the season, taken completely out of context and set heavily to music. A few pauses throughout for longer jokes.

Reference: [our Big Mouth Season 3 announcement](#) (though obviously a little more family-friendly!)

#### WHERE?

Brand YouTube/Pinky FB

#### WHY?

This sets the tone of the show by highlighting the fast-paced mania, demonstrating how fun and silly it is.



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social life

### INSTAGRAM STORIES

#### WHAT?

Using the first person style camera-phone clips, used prominently in the show, we create regular IG stories with Pinky and his crew in the build up to launch by teasing these hilarious and sometimes out of context in-world moments, using IG story features for interactivity like polls and emoji sliders. This could link into the New Year's asset with a slide for each of Pinky's resolutions.

#### WHERE?

Pinky IG/Kids & Family IG

#### WHY?

It gives the audience a tease of what's to come in the show and feels natural on these platforms allowing Pinky to speak directly to fans, creating an in-world dialogue. (Ex. Big Mouth Shame Court & [Hermione Monster Takeover](#))



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### Pitch decks

Sometimes a pitch brief comes through with absolutely nothing to go on from a design perspective.

In a odd way, I think they're my favourites - there's something about creating something from nothing, finding creative ways to use what little you have, that can be some of the most rewarding design.

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