

Lou Franklin

Curriculum Vitae



Peckham, London, SE15 2PH



07710572919



www.producedbylou.com



lou@producedbylou.com



<https://uk.linkedin.com/in/loufranklin>

Current Notice Period: Two months

Expert in:

Web Development

Experiential Web (Web GL)

UX & UI

Experiential

Phygital [= physical X digital]

Retail & Event Installs

Video/Motion Content Production

Activations

Music/Events

CGI Production

Digital Twin Production

Augmented Reality (8th Wall, Snap, Instagram, Web AR)

Spatial Design (Retail fitout)

Games Design & Production (Unity, Playcanvas & Unreal)

Prototyping & POCs

Audio Recording, Editing & Foley

User Testing / Multivariate Testing

Branding

Print (Books)

Summary

An outgoing and creative digital leader with a genuine passion for people, known for drawing out strong ideas and delivering high-quality work through his teams.

Finding efficiencies, reducing pain, and growing team camaraderie are at the core of my daily ambitions at work.

Experience

SNR TECHNICAL PROJECT MANAGER AT JOURNEY GROUP

Jun 2025 - Present

I have been overseeing the development of two huge digital twin projects while positioned at Journey with £8M and £11M budgets. My role has been to define and embed new processes; in particular, I have brought about a stricter, more widely adopted use of Jira for project tracking. I have been responsible for budgeting, forecasting, resourcing, and actuals across both projects, helping the agency plan an enormous body of work. I have fed into hiring requirements and steer interim hiring from within my sizable network of creative and technology peers. Creating CGI static and animated outputs from 3DSMAX and Unreal Engine, and making full 3D renders of cities operable on the web using Gaussian Splats. I have been across all phases of work from discovery and requirements gathering, to UX and Design, ending in Dev, QA and launch.

DIGITAL PROJECT DIRECTOR AT OMM

Sep 2024 - Apr 2025

My role at OMM includes reworking many of the core operational functions of the digital production team, from resourcing, budgeting, reporting, managing 3rd party partners and overall delivery process. In this position, I have introduced a better breakdown of work phases leading to higher early-funnel billability, introduced retros as a standard, diarised all the key weekly activities of the PM team to suit the wider business function, and increased efficiency and accuracy of costing and scoping through better templating.

SENIOR DIGITAL PRODUCER AT OMM

Jan 2022 - Aug 2024

In this role, I have worked on several high-profile clients such as Nike, Tommy Hilfiger, Hugo Boss, Oakley, Crocs, and JBL. While here, I created and rolled out an Arcade Game, with 46 units across EMEA. We clocked up over 150,000 plays, and the game was such a success that it was turned into a series and ran for 3 years. I headed up the nikerunningshoefinder.com website. A flagship Nike experience that helps runners find the shoes that suit their running style - A project that was so successful it was published on Nike's home page and App several times, and even outlasted Nike's branding guidelines requiring it to be given a facelift. This project opened a lot of doors into other verticals at Nike.

Skills & Certifications

Certified Scrum Master

Prince2 Certified Practitioner

British Red Cross First Aider

Resourcing & Staffing

Operations & project finances

Creative facilitation

Rather awesome, and ever-growing black book

Education

UNIVERSITY OF SOUTH WALES

BA in Film and Video Production, 2008

GODALMING COLLEGE

Film and Video Studies, Media Studies, Modern History

Tools

MS Project, Smartsheet, Microsoft Office & Google Docs

Basecamp, Confluence, Box, & Sharepoint

Salesforce, SugarCRM, Zoho CRM,

Harvest, Forecast, Projector,

Miro, Figma/Figjam

Github, Jira

Teams, Slack

Interests

Sport – I swim regularly, cycle, and play basketball

Music – Producing podcasts, DJing, live music, listening to the radio

Food – I enjoy eating out regularly and experimenting with cooking

Languages – I'm currently learning Italian

SENIOR DIGITAL PRODUCER AT LANDOR & FITCH [WPP] *Oct 2019 - Dec 2021*

Landor & FITCH allowed amazing exploration between physical and digital. As a consultancy, it meant that we focused on more of the conceptual and prototype work, which I love to do. In my time there, I created complex physical/digital in-store experiences for the new LEGO store design, built an entire digital design ecosystem for a new cosmetics ecomm product, Selfologi, and created amazing interactive in-store experiences for Dr Martens Carnaby Street. Also, I was able to get more in-depth experience with the spatial design team working to the famous FITCH standards. I particularly loved this.

DIGITAL PRODUCER AT PHANTOM AGENCY

Oct 2017 - Sept 2019

Phantom have a passion for creating firsts in whatever they do. Whilst here, I worked on varied deliverables, from an RFID-triggered gumball machine to an AR data visualisation book (a World first) for Google. Whilst there I was embedded at Google and understand their process from the inside out. Deploying to the Google.com domain was a highlight as well as working with their Creative Studio.

PROJECT MANAGER AT BEYOND WORDS STUDIO

May 2016-Oct 2017

At Beyond Words, I had a fantastic opportunity to get to grips with the design process in a very creative environment. I was able to shape the process not only in the studio but with clients, and had great success in doing so.

CREATIVE RESOURCE MANAGER AT TRIBAL WORLDWIDE LONDON

May 2015 - May 2016

My role in the Ops team at Tribal saw me leading resource, creative services and recruitment solutions across all disciplines and project levels within the 150-strong agency, maintaining a steady utilisation rate of around 85% throughout the year and working with the agency's most senior management to ensure business success and regularly introducing new suppliers/partners to the agency to grow our digital offering. As a stickler for process, I loved this role and enjoyed making things more efficient in my own unique way.

DIGITAL PROJECT MANAGER AT TRIBAL WORLDWIDE

Sept 2011 - May 2015

MARKETING MANAGER AT FREERANGE RECORDS

Jul 2011 - May 2017

Increasing social followers by 100% in 3 years organically. I would set up events, arrange press coverage and generally promote the labels and their artists.

SOUND ENGINEER (FREELANCE)

Jun 2008 - May 2010

Shows: Skins, Dr Who, Torchwood, Red Dwarf, Upstairs Downstairs and Casualty.

A strong knowledge of all aspects of set production incl. sound, camera, lighting, grip, and production. A strong bedside manner, working closely with high-profile actors and directors.