

Olivia Rawnsley

What I do, in 3 words: Design · Strategy · AI

Experience

Founding Creative Lead / Hyperliminal

Aug 2024 - Present / Norwich & San Francisco

VC-backed startup building a massively multiplayer virtual world at the intersection of AI and gaming

- Owned creative direction from 0 → 250k users, across branding, art direction & UI systems
- Built and shipped AI-native creative experiences across the product, leading concept, prompt design, and visual output from idea to live feature
- Directed a cross-functional creative team across art, animation and UI
- Co-led product strategy with CEO; framed trade-offs and shaped roadmap
- Orchestrated guerrilla viral PR at GDC 2025 (4.2M+ reach via Discord's Instagram, attracting attention from top tier VCs including Accel, a16z, Sequoia & Index)
- Built a strong working partnership with Discord at their HQ in SF, product later won Best Discord Game (2025)

Freelance Creative (Ongoing) / Ziggurat XYZ

Aug 2023 - Present / Remote

Creator management agency representing some of the UK's largest content creators

- Ongoing freelance work across the agency's roster, including brand and social design for top-tier creators
- Led product strategy workshops at company summit for creators with 8M+ subscribers
- Owned end-to-end design of multiple products (apparel, board game, science product)

Visual Designer (Contract) / Carbon Climate Certified

Oct 2023 - April 2024 / Manchester

Architecture sustainability consultancy (Clients: Gymshark, Premier Inn, Moda Living, SOYO)

- Repositioned complex sustainability data into decision-ready narratives for clients
- Designed modular reporting systems used across 20+ formats, enabling non-designers to ship work confidently
- Increased proposal win-rate by translating technical work into clear value propositions
- Led visual refresh of client-facing materials to align brand perception with actual impact

Product Designer / Axora (BCG X portfolio company)

July 2021 - July 2022 / London

BCG-backed B2B platform helping heavy industry adopt clean energy, AI, and emerging tech (\$10M Series A)

- Owned user research; designed and ran interviews, synthesised findings, and presented insights company-wide, shaping the product roadmap
- Built and ran the company's data reporting in Google Data Studio, led meetings presenting findings to product, marketing, and sales leads
- Designed and shipped a custom sales page template that let the team launch new pages without engineering time
- Designed website content, sales decks, and brand assets through the company's growth-stage rebrand

Education

BSc Product Design (First Class Hons)

University of Leeds

Engineering Excellence Scholarship

Awarded: CMS Innovative Designer Award & New Territories Creative Award

A-Levels: 3 x A* (Computing, Graphics, Psychology)

Fun and proud of...

2025: Viral at GDC, 4.2M+ reach in 24 hours

2024: Selected for Habitat UK mentorship

2023: Started tutoring design skills (taking students: beginner → functional robotics design)

2020: Founded e-commerce business (£30k in first year)

2017: Started freelance design for clients

Skills

Creative Direction

Brand Strategy

Concept Development

AI-Native Creative Production

ImageGen & Prompt Design

Visual Identity Systems

Workshop Facilitation

Team Leadership

Tools

Figma

Adobe Suite

AI Workflows

Midjourney

Runway

Codex

GPT

Spline

Jitter

HTML/CSS

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