

## PROFILE

Globally-oriented designer with a unique blend of skills that encompass product design, creative direction, brand experience and content strategy.

I specialise in crafting intuitive customer experiences that connect design with purpose.

I believe the best way to create meaningful products and communications is through simplicity, honesty and a systematic design approach.

## EXPERTISE

### Creative Direction

Aligning strategic and creative vision with client objectives and user needs. Defining project scope, creating concepts, team leadership, mentoring and developing client relationships.

### Product Design

Extensive experience in crafting clean commerce driven user experiences and design systems to a high level, always with a keen eye on bringing brand personality to digital platforms.

### Brand Experience

Very well-versed in creating campaigns and branding solutions which work across all channels. Particularly passionate about finding the overlaps between physical and digital touch-points that lead to conversation as well as commerce.

### Design Sprints

Building and testing solutions for specific problems systematically, iteratively and collaboratively by using design and brand sprint methodologies.

## TOOLS

Figma, expert level, Mid journey and Adobe Creative Suite

## STYLE

### Directing

Experience managing teams of designers as well as mentoring directing a wider circle of creative disciplines, external resources and projects across the UK, Europe and USA.

### Doing

Equally commercial as conceptual. Experienced in creative leadership but always hands-on. As comfortable executing ideas as creating them.

## EXPERIENCE

### Product Design Director | Reason

01.2023 - Present

### Product Design Director | Hi Mum Said Dad

03.2021 - 01.2023

### Design Director | JKR

01.2021 - 03.2021, Contract

### Design Director | AnalogFolk

09.2020 - 12.2020, Contract

### Creative Director | Hugo & Cat

03.2017 - 06.2020

### Creative Director | Publicis Sapient

10.2016 - 02.2017, Contract

### Creative Director | ENGINE

12.2015 - 10.2016

### Head of Design | ENGINE

01.2008 - 12.2015

### Digital Art Director | Wellcome Trust

01.2006 - 10.2007, Contract

### Digital Art Director | Baron & Baron

01.2006 - 10.2007, Contract

### Senior Art Director | Digitas

02.2004 - 01.2006

### Digital Art Director | Wellcome Trust

02.2003 - 01.2004

## EDUCATION

### Bachelor of Design - Product Design

Victoria University, Wellington, New Zealand  
King's College, Auckland, New Zealand

## CLIENTS

Sky	Standard Chartered
Sony	S&P Global
Swarovski	Royal Air Force
Shimano	Rolls-Royce Motorcars
Lenovo	UK Trade & Investment
Corinthia Hotels	Tourism Ireland
Santander	Stanley Black & Decker
BMW	Wellcome Trust