

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

Design Director | VML Commerce

11.2023 - Present

Head of Product Design | Reason

01.2023 - 10.2023, Contract

Product Design Director | Hi Mum Said Dad

03.2021 - 01.2023

Design Director | AnalogFolk

09.2020 - 02.2020, 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

Senior Art Director | Digitas

02.2004 - 01.2006

Digital Art Director | Wellcome Trust

02.2003 - 01.2004

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