

SUMMARY

I am a strategic, hands-on design leader with over 20 years’ experience shaping brands. I’ve spent 10 years managing creative teams, aligning design outcomes with business goals. I have extensive expertise in ensuring consistent, high-impact design across digital, print, motion, and environmental channels.

I am skilled in team leadership and cross-functional collaboration. I balance creative vision with practical delivery to produce work that’s both impactful and memorable.

EDUCATION

Leeds Beckett University

BA (Hons) Graphic & Product Design
1996 - 1999

SKILLS

Creative and design

Brand identity and design systems
Graphic and editorial design
Web design and development
UI/UX and accessibility
Motion and video
3D design

Strategic and leadership

Creative direction
Brand governance
Stakeholder engagement
Cross-functional collaboration
Project and budget management
Team leadership and mentoring
Supplier and freelancer management

Software

InDesign, Photoshop, Illustrator, After Effects,
Figma, Wordpress, Elementor, Blender 3D,
Wrike, Jira, HTML/CSS

EXPERIENCE

Brand & Creative Consultant

Established Seventy Seven  06/2025 - Present

Independent consultancy delivering brand, product, and digital design.

- Designed and prototyped digital report interfaces for a global executive search organisation, aligning usability with brand guidelines.
- Created logos, refreshed websites, campaign assets, and branded collateral to support client launches and company growth.
- Acted as brand guardian and design lead, collaborating directly with founders, project owners, designers and developers.

Global Head of Design

Tenth Revolution Group  12/2016 - 08/2025

- Directed the brand and design function for a global tech recruitment and training group, overseeing creative direction for seven distinct brands across EMEA, North America, and APAC.
- Created and implemented brand architecture for launches and rebrands within the AWS, Microsoft, Salesforce, and ServiceNow markets.
 - Oversaw front-end design and UX collaboration for responsive websites, optimising client and candidate journeys across multiple regions.
 - Directed the global design rollout and website rebuild of parent brand identity, contributing to a 104% increase in organic website traffic.
 - Developed creative workflows and design systems to streamline project turnaround, reducing average design delivery time by 46%.
 - Built and managed a high-performing in-house design team of up to 10 designers, supervising recruitment, mentoring, and skills development.
 - Partnered cross-functionally with marketing, social, and content teams to embed visual storytelling into campaign strategy, driving stronger audience engagement.
 - Managed relationships with external creative agencies, freelancers, and suppliers, setting briefs, negotiating contracts, and ensuring brand quality.
 - Collaborated in agile, fast-moving environments with a strong focus on creative excellence and process optimisation

Graphic & Web Designer

Tenth Revolution Group  03/2015 -12/2016

Supported rapid company growth by designing impactful digital and print collateral. Developed website layouts and landing pages in collaboration with developers, ensuring UI/UX best practice. Contributed to rebranding projects, refining visual identities and evolving design systems.

Graphic & Web Designer (Freelance)

 01/2013 - 03/2015

Provided design and branding support for SMEs, delivering print, digital, and web solutions. Projects included logos, web design, social graphics, and print collateral across various sectors.

Senior Designer

Printing.com (Worm Creative)  09/2000 - 01/2013

Hired in a Graphic Designer role within a busy design and print franchise; moved up to Senior Designer in 2003. Worked as the lead designer, creating branding and marketing materials for a wide range of SMEs. Delivered high-quality, print-ready artwork across multiple formats.