

Global Design Lead | Brand, Digital & Design Systems

Global design leader with over 20 years' experience shaping brands, digital experiences, and design systems within complex, multi-market organisations. For more than a decade, I have operated as the most senior design authority within Marketing, leading multi-disciplinary, digital-native design teams and positioning design-as-a-service for stakeholders across brand, content, social, and product. In this capacity, I have defined global standards and scalable design systems that support high-quality execution across brand, digital, UI, UX, motion, and content. I work comfortably at both strategic and hands-on levels, partnering closely with senior stakeholders across marketing and product to translate business objectives into clear, effective design outcomes. Known for building calm, inclusive, outcomes-focused teams, especially in high-growth and high-change environments.

EXPERIENCE

Design & Brand Consultant (Independent)

Established Seventy Seven | 2025 – Present

Independent consultancy partnering with founders and senior leaders on brand, digital, and design system initiatives.

- Act as design lead and brand guardian, establishing visual standards and ensuring consistent application across digital and marketing touchpoints.
- Partner directly with founders, leadership teams, designers, and developers to translate strategic objectives into effective design outcomes.
- Provide senior-level design judgement during periods of change, launch, or growth.

Global Head of Design

Tenth Revolution Group | 2016 – 2025

Led the global design function for a multi-brand international technology recruitment and training group operating across EMEA, North America, and APAC. Acted as the senior design authority within Marketing, with ownership of design strategy and creative quality across all channels and markets.

- Defined and embedded a cohesive design vision across seven portfolio companies, including parent-brand and sub-brand launches and rebrands within the AWS, Microsoft, Salesforce, and ServiceNow ecosystems, supported by brand architecture and governance.
- Owned the creation, rollout, and ongoing governance of a global design system (components, templates, asset libraries). Enabled scalable delivery across brand, digital, and campaign teams, reducing average design turnaround time by 46%.
- Set digital design and UX standards for responsive websites and platforms. Partnered with developers and product-adjacent teams to optimise candidate and client journeys. Led the global parent-brand website redesign, contributing to a 104% increase in organic traffic.
- Built, structured, and led a global, multi-disciplinary design team of up to ten designers (brand, digital, motion), with responsibility for hiring, coaching, performance management, and capability growth.
- Partnered with senior stakeholders across Marketing, Content, Social, and Leadership as a trusted advisor, embedding design into campaign strategy and commercial planning. Managed external freelancers and suppliers to maintain quality, consistency, and brand integrity across all output.

Graphic & Web Designer

Tenth Revolution Group | 2015 – 2016

Supported rapid company growth by delivering digital and print design across marketing and web. Collaborated with developers on UI and UX implementation and contributed to early brand and design system evolution.

Senior Designer

Printing.com (Worm Creative) | 2000 – 2013

Progressed from Graphic Designer to Senior Designer within a high-volume design and print environment. Led branding and marketing projects for a wide range of SMEs, delivering consistent, print-ready creative across multiple formats.

SKILLS

Design Leadership & Strategy

- Design leadership and creative direction
- Brand identity and governance
- Scalable design systems
- Senior stakeholder engagement
- Cross-functional collaboration

Team & Delivery

- Multi-disciplinary team leadership
- Resource planning, workflow management, project prioritisation and delivery
- Agency, freelancer and supplier management

Design & Digital Expertise

- Brand and campaign design
- Digital design, UI and UX principles
- Accessibility and usability standards
- Motion, video, and visual storytelling
- Adobe CC, Figma, WordPress, Elementor

EDUCATION

Leeds Beckett University

BA (Hons) Graphic & Product Design | 1996 - 1999