

Design Lead | Brand, Digital & Design Systems

Design Lead with over 20 years’ experience delivering brand, digital, and marketing design. Most comfortable working hands-on within small, experienced teams, owning design work from early concepts through to delivery. Experienced in putting systems and templates in place so teams can move faster without losing consistency or quality. Regularly leads branding and visual identity projects, website work, campaigns, and core marketing assets, bringing a practical, collaborative approach and a strong eye for detail.

EXPERIENCE

Design & Brand Consultant (Independent)

Established Seventy Seven | 2025 – Present

Independent design consultancy supporting founders and growing organisations with brand and digital work. Operating as the sole designer, responsible for both day-to-day delivery and overall design quality.

- Lead design across websites and core marketing assets, maintaining consistency and a high standard of execution.
- Work directly with marketing leads, designers, and developers to shape briefs, ask the right questions, and focus effort where it matters most.
- Support launches and periods of change with practical, usable design solutions, with a focus on clarity and real-world applications.

Global Head of Design

Tenth Revolution Group | 2016 – 2025

Led design across a multi-brand international technology recruitment and training group operating in EMEA, North America, and APAC. Responsible for design quality, consistency, and delivery across digital, campaigns, and marketing, while remaining hands-on with priority work.

- Set and maintained visual standards across seven brands, ensuring digital and marketing work felt consistent and intentional.
- Built and maintained shared design systems, templates, and asset libraries that helped teams move faster and reduced rework. Implemented faster project management workflows which reduced average design turnaround time by 46%
- Led design on key initiatives including website rebuilds, campaign launches, and core sales and marketing assets.
- Worked closely with developers and marketing teams on UX and front-end design to improve usability across multiple sites. Led the parent brand website redesign, contributing to a 104% increase in organic traffic.
- Built and managed a small in-house design team while staying closely involved in critical projects.
- Partnered with senior marketing stakeholders to shape briefs, challenge assumptions, and prioritise work effectively.
- Managed external agencies and freelancers when needed ensuring quality and brand consistency.

Graphic & Web Designer

Tenth Revolution Group | 2015 – 2016

Joined during a period of rapid growth. Delivered hands-on digital and print design across marketing and web. The role involved driving early brand development work, helping establish shared design standards, and contributing to landing pages and campaign assets.

Senior Designer

Printing.com (Worm Creative) | 2000 – 2013

Progressed from Graphic Designer to Senior Designer within a busy design and print studio, working across branding and marketing projects for a wide range of SMEs. Worked directly with clients to interpret briefs and deliver practical design solutions.

SKILLS

Design and brand	Design Systems, Delivery & Tools	Collaboration & Leadership
• Brand identity and visual systems • Marketing, campaign, and sales design • Digital design, UI, UX, and accessibility • Website design and build	• Design systems, assets, and templates • Brand guidelines and quality control • Workflow optimisation • Adobe CC, WordPress, Elementor, Figma	• Hands-on design leadership • Cross-functional collaboration • Brief development and clarification • Freelancer and supplier management

EDUCATION