

I am a senior creative professional 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 creative practice partnering with founders and senior leaders on brand, digital, and design initiatives.

- Creating brand systems, building websites, and designing marketing collateral for founders, start-ups, and service-led businesses.
- Acting as design lead and brand guardian, establishing visual standards, brand guidelines, and ensuring consistent application across digital and marketing channels.
- Partnering directly with founders, teams, designers, and developers to convert strategic objectives into effective design outcomes.

Head of Design

Tenth Revolution Group | 2016 – 2025

Led the design function for a multi-brand technology recruitment and training group operating across Europe, North America, and Asia-Pacific. Acted as the senior design authority with ownership of creative direction and design quality across all channels.

- Developed and applied a consistent design vision across seven portfolio companies, including parent-brand and sub-brand launches and rebrands, supported by brand guidelines and governance.
- Owned the creation, rollout, and ongoing maintenance 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 design standards for responsive websites and platforms. Partnered with developers and product-adjacent teams to optimise customer journeys. Led the global parent-brand website redesign, contributing to a 104% increase in organic traffic.
- Led a multi-disciplinary design team (brand, digital, motion), with responsibility for hiring, coaching, performance management, and capability growth. Managed external freelancers and suppliers to maintain quality, consistency, and brand integrity across all output.
- Partnered with senior stakeholders across Marketing, Content, Social, and Leadership as a trusted advisor, embedding design and accessibility into campaign strategy and commercial planning.

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.

SKILLS

Design leadership and strategy	Team and delivery	Design and digital expertise
• Design leadership and creative direction • Brand identity and governance • Scalable design systems • Senior stakeholder engagement • Cross-functional collaboration	• Multi-disciplinary team leadership • Resource planning, workflow management, project prioritisation and delivery • Agency, freelancer and supplier management	• 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