

Corporate Design Director with 20 years experience in transforming ideas into powerful and engaging visual stories. Bringing a proven knowledge of creative strategy, vision, communication, and design management, with an emphasis on identifying visual solutions to clearly deliver brand messages.

BACHELOR OF ARTS WITH HONOURS (2:1)
MEDIA ARTS
University of Derby

FOUNDATION DEGREE
ART & DESIGN
University of Derby

DESIGN DIRECTOR
IDESIGN-THIS: CONTRACTING
2018 - Present

In the era of omnichannel and multichannel marketing it's important to have all your branding aligned. At iDesign-this we take your brand assets, or create our own, and develop a suite of templates and resources to suit your business needs, empowering your workforce, no matter the size or design ability, to create their own great looking work that represents your brand in its best possible light.

GLOBAL SENIOR DESIGNER
BRUNSWICK GROUP LLP
2015 - 2018

Managing and mentoring a team of designers and presentation experts, coordinating the design across the EMEA region.

Lifting the design standards across the global business and ensuring consistency in brand

Reviewing the global presentation design and visual communication standards

Overseeing the rollout of the brand visual identity and formatting standards, including leading the business through the rollout of a global rebrand to over 1000 people across 24 offices in 14 different countries

Introducing new design processes and developing design best practices

Coaching and leading continuous learning for designers and the wider company

Leading the design and development of the Design Services area on SharePoint

Leading creative briefs from concept to execution

Managing the studio workflow

Liaising with external companies to support presentation design requirements

PRESENTATION EXPERT
MEC: GLOBAL MEDIA AGENCY
2014 - 2015

Global presentations expert working with the new business and marketing teams designing and advising on pitches and RFPs.

HEAD OF COMMUNICATIONS
N2O: BRAND ACTIVATION
2012 - 2014

Heading a team responsible for the development of all internal and external communications.

Creative lead on the company re-brand, including the redesign of the company website

SENIOR PRESENTATION DESIGNER
N2O: BRAND ACTIVATION
2011 - 2012

Responsible for the strategic design and development of all internal and external presentations.

GRAPHIC DESIGNER
EMILYBELLDESIGN: CONTRACTOR
2005 - 2011

Working with global brands such as Oracle, Blackberry, GSK, O2 and British Gas. Driving brand identity through the design of presentations and marketing materials.

DIPLOMA
DIGITAL MARKETING
Digital Marketing Institute

DESIGN THINKING
BRAND BASICS
SOCIAL MEDIA FOR PROFESSIONAL USE
ADOBE PHOTOSHOP
INTRO TO HTML & CSS
Various

PowerPoint

Keynote

InDesign

Photoshop

Illustrator

After Effects

Word

Mailchimp

Campaign Monitor

CMS

Design Management

Print design

Design for Digital

Animation

Branding

Layout

Typography

Colour Theory

Print Process