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Senior Brand Designer and creative lead with over 11 years' experience turning complex information into clear brand identities, campaigns and digital experiences, while shaping creative direction and mentoring designers.

Experience

01/2025 - Present

Senior Brand Designer | KJC Creative

Design lead role within a small creative brand/digital agency, working across brand strategy, visual identity, and campaign delivery. Worked with global clients such as Honda, Ori Biotech and Elysia to shape brands, refresh communications, and explore new creative tools including 3D and motion. Developed a deeper understanding of how AI can assist in the ideation, concepting and production phases of creative projects. Contributed frequently to new business efforts and helped define the agency's evolving design direction.

10/2023 - 12/2024

Senior Graphic Designer | Simplyhealth

Led brand refreshes for both Simplyhealth and sister-company Denplan, translating strategy into clear, usable design systems. As the only senior designer in marketing, I kept creative standards high across channels and streamlined processes to help the team deliver faster under pressure.

10/2021 - 10/2023

Senior Graphic Designer | BPL Marketing

Mentored midweight and junior designers, fostering development and progression. Managed numerous projects at a time as the design lead, and presented work directly to clients on a regular basis.

05/2016 - 10/2021

Midweight Graphic Designer | BPL Marketing

Owned projects from concept to delivery, shaping brand identities and digital campaigns for national clients. Presented ideas directly to clients, while mentoring junior designers and ensuring work met deadlines and quality standards.

10/2015 - 05/2016

Junior Graphic Designer | BPL Marketing

Worked on every stage of the creative process, from concept sketches to final artwork. Collaborated with high-profile brands such as Three, The Guardian, and Racing TV on pitches, campaigns, and brand assets.

05/2014 - 08/2015

Senior Graphic Designer | Romans Estate Agency Group

Created infographics, print, and digital campaigns for in-house marketing. Developed a strong foundation in brand consistency and clear visual communication.

Education

09/2014 - 06/2015

HNC Graphic Design | Richmond Upon Thames College Distinction

09/2008 - 06/2011

BA Communication & Media | Bournemouth University 2:1 Hons

Skills & Recognition

Software

Illustrator	Figma	Runway
InDesign	After Effects	Adobe AI
Photoshop	PowerPoint	Elevenlabs

Awards

2017 Transform Award (Bronze)
Best Place or Nation Brand
Project: National Memorial Arboretum rebrand