



Let's push things forward.

Maximising creativity from idea to execution, I bring a full tank of energy with an extra large side of enthusiasm to every project. It doesn't matter if it's an email banner, a set of icons or an entire brand – **I will dial it up to 11.**

Through the roles I've enjoyed over the last 12 years I've led large projects, directed creative and worked with some incredible people to deliver results I can be proud of.

I have an **un**healthy obsession with accuracy and attention to detail and a long-standing passion for tip-top typography. The next role for me I hope will give me the opportunity to work with a dynamic, switched-on team that are keen to **knock clients off their feet with Class 'A' Creative.** (And then politely help them back up again).

I'm friends with Adobe Creative Suite, Sketch and Microsoft Office 365 specialising in InDesign, Illustrator, Photoshop and Dimension.



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LV=

Digital Experience Designer Present

Working within the Digital Experience Team to create exciting and engaging content for LV.com and social media channels as well as supporting on projects working with UX & UI to develop updated customer facing self-service systems. This Summer, I've lead a project to deliver a huge direct-mail pack to well over a million recipients and a strategic presentation with complex data presented as infographics for the board of Directors.

Graphic Designer (FTC) 2020 - 2021

Working with this thriving insurance brand to create a huge range of technical literature, sales aids and B2B communications. Creating brand infographics and web banners as well as crucial internal communications during the period of COVID-19 and remote working whilst also continuing to support the brand design team.

Kondor Ltd

Creative Lead 2019 – 2020

Leading the creative output of the department I was focussed on supporting the growth plans for Kondor own brand by refining and re-energising their visual identities. Targeting new retailer opportunities and most importantly building a closer relationship with our consumers by creating truly engaging, class-leading content.

Senior Graphic Designer 2014 – 2019

Managing a team of designers within a large in-house marketing team, we have achieved incredible success with our own and vendor brand portfolio. Creating everything from packaging to point-of-sale, Instagram ads to ads in The Guardian, show stands in Berlin and Vegas to user manuals and compliance labelling.

Working as part of an agency style, full service team I have significant experience working with 3D artists, copywriters, photographers and a whole host of other talented individuals.

I worked closely alongside the product development and production teams to bring products to market and gained extensive knowledge and experience of the commercial operations of Kondor and continued to build my print and packaging buying knowledge.

Graphic Designer 2012 – 2014

I created new visual identities for the already proven own brands within the consumer technology category, re-launching both KitSound and Kitvision in the same 12 month period. I gained a huge amount of experience designing bespoke packaging, developing store displays working alongside local specialist suppliers and creating marketing materials for international brands such as Samsung, Beats by Dre and Sony.

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Contract Graphic Designer 2011 – 2012

I created 4 issues of the internal magazine GI heartbeat, art directing photo shoots, creating bespoke visual content and working closely with the copywriters to deliver a staff magazine with a difference.

I also worked on a wide array of other tasks including in-depth documents of insurance and a number of internal comms campaigns.

2:1 – BA (Hons) Illustration 2003 – 2007

Arts University Bournemouth

Merit – Foundation Diploma Art and Design 2002 – 2003

Winchester School of Art

A* - C – GCSE grades including English, Maths 1995 – 2000

Bay House Grammar School