

PROFILE

I am an experienced Creative Lead, specialising in motion. For over fourteen year's I have focused my career on creating brand-focused multi-platform visual communication. I have experience working closely with executives and stakeholders to ensure assets always meet the criteria whilst being engaging and impactful. I have launched successful 360 campaigns across print and digital at SeanHanna/Skyler, Callaway, Explosive Brands, FaceGym and Elemis. I have also lived and worked in Singapore and Shanghai.

I have worked in various sectors, focusing on luxury and social content. I am a skilled Senior Graphic Designer with experience working production side and post-production side, such as setting up studios, assisting photographers, shooting video and images, retouching and video editing. My passion for motion graphics has allowed me to specialise in developing motion visual communication for brands. I have mainly created 2D assets, however, I have rotoscoping experience and experience working with 3D assets.

I have also managed designers and marketers, which includes overseeing OKRs, setting KPIs, personal development and project management.

BA (HONS) FASHION MARKETING & ILLUSTRATION UCA EPSOM

DAILY APPS:

PremierePro	Illustrator
After Effects	Figma
Audition	Microsoft Office
Photoshop	Media Encoder
Trello / Airtable / Asana	

Senior / Mid Level Apps/Skills:

InDesign	HTML/CSS/Java
Figma	Visual Studio Pro
FinalCutPro	CaptureOne
Google Web Designer	

I also have experience using:

Invision | HotJar | SiSense | Miro
 Google Analytics | Spark ARStudio
 Blender | Microsoft Word/Excel

Freelance / White Label Clients:

VGD | ZingiBear | MindSet Gym | ITV
 SPH Magazines | Condé Nast | HerWorld Singapore

REFERENCES ON REQUEST

WORK EXPERIENCE

Elemis

Feb 2023 - Present

LEAD BRAND MOTION DESIGNER AND DIGITAL DESIGNER

I am currently the lead brand team Motion Designer and Digital Designer. I work closely with the US Global Creative Director, UK Assistant Creative Director and UK Art Director to build international market-ready campaign toolkits for the Elemis brand. I lead all motion assets across brand campaigns and social, including grading, editing, speed ramping, and rotoscoping assets. I lead the design direction of the Pro-Collagen Marine Cream Supersize Limited Edition 360 toolkit across digital, print and motion collateral. I also retouched finalised campaign model lead imagery for Glow Boost Exfoliator and lead the art direction for the campaign video for an upcoming new product launch in July, as well as leading the design for all VM and press print assets.

FaceGym

August 2022 - Feb 2023

LEAD MOTION DESIGNER

I lead all motion and video focused campaign collateral including paid and organic social. Working closely with my digital designer colleague to build and develop the visual identity of campaigns including 21 Day Reset, Mecca x FaceGym and the FaceGym Christmas QR campaign which I solely art directed, shot and edited. I worked closely with videographers to bring rushes and shot imagery inhouse to finalise and build rotoscoped and 3D motion builds. I lead the art direction and campaign imagery for the Sephora x FaceGym collaboration which was one of the most successful campaigns.

Explosive Brands

September 2021 - August 2022

AGENCY CREATIVE LEAD

I worked directly underneath the Director to manage and co-coordinate projects and clients as a team and solo. I manage and mentored two Junior Designers; part of my role was to encourage and nurture their growth as designers whilst ensuring deadlines were met. My role included pitching to clients and shareholders, developing campaigns, writing copy, storyboarding, designing, animating, editing and wireframing assets including UX prototypes, creating videos, digital campaigns including emails, gifs, PDFs, Google slide decks and infographics. I also worked with the Accounts Director to develop proposals and ensuring projects were kept within budget. The work was primarily B2B within pharma. The assets I created focused on video, using stock footage and rotoscoped or agency 3D media.

Callaway Golf

September 2019 - September 2021

EMEA LEAD CREATIVE DIGITAL & RICH MEDIA DESIGNER

I worked solo on building rich media led digital campaigns for the EMEA (Europe, the Middle East and Africa) market for Callaway and its umbrella brands: OGIO, Odyssey, and TravisMathew. I would pitch, design and create EMEA packaged B2C web and app campaigns in several languages for in-house and third-party servers and apps such as TopGolf, Hole19 and Norsk Golf. I was the lead designer in developing two VIP lines of TravisMathew pale ale, and during 2021 I art directed the launch of Big Bertha. I worked across both print and digital with a focus on rich media and social assets which were mainly built in AE and PP, using agency pitched or US in-house 3D Cinema4D assets.

SeanHanna | Skyler London

March 2019 - September 2019

MARKETING & DESIGN LEAD

I worked alongside the Director of the brand to build B2C digital and print campaigns for the two brands, SeanHanna and Skyler London, I also managed a team of three. I was the lead and only designer on the team, and part of my role was to assist Sean Hanna as a photographer at least twice a week on set. I was able to use my marketing experience to pull analytics and develop successful campaigns around quarterly product or style launches such as a collaboration with hair extension brand Great Lengths and L'Oréal.

This Is Crowd formally Crowd Media

October 2014 - March 2019

EUROPEAN MARKETING LEAD AND DIGITAL DESIGNER

Freelance Designer & Art Assistant

June 2008 - March 2019