

A London based designer & conceptual creative thinker.

Experience

Art Editor/Snr Designer

Aug '21 – Current

Redwood | BBDO, London

Brand guardian for YouTube Advertising social media

Art directed internal & external teams to create innovative work across video, motion, social, event presentations for YouTube

Built visual identities & campaign creation/ideation for YouTube while maintaining a high level of detail, offering dynamic solutions

Managed junior designers & freelancers

Organised media & design assets, improve workflow

Adobe XD, Indesign, Photoshop, Illustrator

Multi-tasked on high profile jobs across UK & US

Freelance Designer

Jan '19 – May '21

MC McCorkell, Sydney

Worked closely with the creative director on B2B campaigns from concept sketch stage to completion

Presented design concepts with brand ambassadors & clients

Designed multi-page whitepapers and campaign idents

Asset creation and management for in person & online events

Delivered print & social with high attention to detail becoming the trusted freelance partner for any design need

Skill set



InDesign



Illustrator



Photoshop



Figma / XD



After Effects

Understanding of Microsoft Word, & Powerpoint, Google Slides
Competent in print production, UX/UI & web
Appreciation for attention to details & craft in art & design

Freelance Experiential Event Designer

Jan '19 – May '21

George P. Johnson, Sydney

Part of an integrated team of ADs, CDs & producers bringing ideas from concept to completion experiential events

As an independent contractor, responsible for carrying projects through with minimal guidance from ADs & CDs

Brand designer dedicated to a major brand delivering large format print, collateral, digital & large expo event spaces

Delivered multiple assets with tight deadlines

Midweight Designer

Jan '13 – Dec '17

The Red Consultancy, London

Spearheaded the design style & visualisation for a major food retailer's social media

Managed & executed projects concept to completion across print, packaging, branding and digital

Participated in creative campaign brainstorms

Produced UI for a websites and microsites

Consulted & communicated with the client relations team to closely manage client expectations & demands

Harmonised with colleagues in a multi-disciplinary creative studio of print, web & video

Education

The Illinois Institute of Art-Chicago

BFA, Visual Communications Degree

GPA Honours 3.8 on a scale of 4

Interests

Typography, UX/UI design, multi-collaborative design projects, human centered design, cognitive design, paper stocks, print processes, sketching, photography, & traveling.