

ART DIRECTOR | CONCEPTUAL DESIGN | MOTION | TYPOGRAPHY | PRODUCT | PRINT | UXUI | SOCIAL

CAREER SUMMARY

Spanning an 18 year career specialising in art direction and conceptual design for global audiences focusing on TV Streaming, music, technology, entertainment and sports. I lead projects through detailed research, ensuring design systems are in place from concept to finish. I empower my team to achieve the high possible standards.

My broadness across the design industry has allowed me to excel my art direction and conceptual design excellence, and in turn superseding there intended project goals, reflecting in the positive impact on subscriptions and marketing.

KEY AREAS OF EXPERTISE

- Art Direction
- Motion / Digital / Product / Typography / Social
- Adobe / Figma / Canva / Rive
- Project Leadership
- Team Leadership
- Advertising T-Ps

QUALIFICATIONS

Kent Institute of Art & Design - MA Design and Visual Communications
Kent Institute of Art & Design - BA Digital Communication and Media / Multimedia

QUIN DESIGN

Art Director / Design Lead - Aug 2024 – Mar 2025

Contracted as brand design lead and implementation across UXUI, marketing, communication and sales. From Logo and Wordmark design to brand assets for partnerships and strategy presentations to photography and all motion graphics.

Cycling, Motorcycling, Climbing, Snowsports and PPE

CAFÉ DEL MAR

Music Brand Design & Typography Lead - Jan 2024 – Jul 2024

Contracted as Art Director / brand design & typographic lead, the internal CDM team briefed me to create a new brand identity, a bespoke Café del Mar typeface family and visual artwork guidelines.

VIAPLAY GROUP

Head of Brand Design - Sept 2022 – Oct 2023

Responsible for Art Direction, TV and APP brand guardianship and evolution across all Nordic, European and North American channels. Closely working with marketing on subscription strategy and implementation.

UK, Netherlands, Poland, US and Canada.
Series, Sports, Films and Nordic Noir

POLLEN.co

Art Director - Aug 2021 – Aug 2022

A hands on Art Director overseeing all design marketing assets for live music and sports event / experiences. Working closely with marketing on strategy and ensuring copywriting synergy throughout the customer experience. Leading a team of 4 designers across digital and motion.

VICTOR&BELL

Co-Founder / Creative Director - Oct 2019 – Aug 2021

Co-Creative Director for NGO Global Citizen's music events; Global Citizen Music Festival, Global Goal Live and Global Goal Prize Awards. Art Direction for all campaigns, design, film and photography direction.

These high profile campaigns increased public awareness of the issues of inequality and led to an exponential surge in financial investments and direct support.

DVSBYDESIGN

Design & Direction - Oct 2017 – Oct 2019

W12 Studios: Associate Design Director (Branding / Motion)

Leading design on pitches for content and product projects

Lulu Guinness: Art Director (Digital / Print / Social)

Conceptual Art Direction and typography for campaign imagery and look books

Amazon: Conceptual Designer (Digital / Motion)

3D Tracking, Compositing, Colour Correction and Grading Product / Post production

Coca Cola: Conceptual Designer (DOOH / Social)

'They don't make 'em like they used to' DOOH and social campaign "ELVIS"

FIBA: OSP Brand Manager (Broadcast / Stream / Digital / Social)

Champions League and World Cup Qualifiers.

Responsible for OSP consistency, quality for live european output

VIACOM NETWORK

Art Director 5Creative - Jan 2014 – Oct 2017

5Creative's Art Director for all on-and off-air TV promo, digital, social and DOOH for the family suite of Viacom channels.

Art Director for the Channel 5 rebrand team, creating a comprehensive fresh brand identity, OSP, Titles & Idents Package for C5, 5USA, 5STAR, 5SPIKE and On-demand My5 service. Responsibilities included managing my design team and leading on the rebrand team, understanding and delivering for on-air scheduling and marketing strategies.

EUROSPORT DISCOVERY

Head of Design UK - Oct 2006 – Jan 2014

Creative lead on Live sports TV promotion and live gallery graphics. bi-annual channel rebrand.

Working closely with the production budget and partnering with the Paris HQ office on creative synergy.

Design Lead for all on-air creative, production stings, title sequence and live studio gallery graphics.

Role as subcommittee member for bi-annual live studio proposals

Delivering fully Integrated 2D, 3D and shoot based creative for all Eurosports programmes inc:

PGA tour golf, motorsports, ATP & WTA tennis, grand tour cycling, snooker, athletics & wintersports

PERSONAL INTERESTS

Music collector (vinyl, digital / editorial) / digital photographer / illustrator / running / tennis / cycling