

I'm a Graphic Designer with over ten years experience, focusing on brand development, print and digital design, and leading teams. I've got a solid track record of creating impactful brand identities and mentoring interns. Whether in an agency or in-house, I bring creativity, strategic thinking, and a passion for delivering top-notch design solutions. I'm excited to dive into new projects and help drive brand success in my next role.

World Rugby

Brand Graphic designer, August 2025 - December

Five month contract

- **Brand Identity Creation:** Designed the official branding for the Junior World Championships 2026, based on the host nation Georgia's brief (to be released)
 - **Tournament Marketing Support:** Assisted the SVNS marketing team by updating brand guidelines, producing backdrops, and artworking logos
 - **Creative Development:** Produced new artwork for the SVNS World Championship, evolving previous designs with dual-colour sun motifs and delivering guidelines, artwork, and mock-ups
 - **Logo Artwork Preparation:** Prepared and formatted Rugby World Cup logo artworks for Australia 2027, ensuring accuracy across RGB, CMYK, and multiple file formats
 - **Promotional Asset Design:** Created artwork for the Australia 2027 World Cup build-up, including plinths, backdrops, and qualifier match signage
 - **Event Delivery Support:** Provided last-minute creative solutions for the Women's Rugby World Cup to meet urgent requirements
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Brightwell Dosing & Hylab (sister companies)

In-house Graphic designer, June 2019 - April 2025

Left due to redundancy

- **Led the brand refresh for Brightwell:** Spearheaded the project to revitalise Brightwell's brand identity, ensuring it resonated with the company's vision and values
- **Brand consistency:** Creating and overseeing all public and marketing assets created by colleagues, meticulously ensuring alignment with brand standards and guidelines
- **Comprehensive branding for Hylab:** Crafted the entire brand identity for Brightwell's sister company; Hylab, from brand design, identity and tone of voice to visual elements, establishing a cohesive and memorable presence in the market
- **Devised and executed briefing protocols:** boosting operational efficiency and streamline workflows, including the introduction of standardised briefing documents to define content and strategy, alongside fostering open communication among team members
- **Versatile marketing materials:** Design a diverse range of online and offline marketing collateral, including adverts, brochures, magazines, flyers, and digital banners - all harmonising seamlessly with both brand guidelines
- **Event design authority:** Owned the design aspects for industry exhibitions and events, creating impactful experiences that left a lasting impression on attendees
- **Strategic social media campaigns:** Strategically planned and executed online campaigns across LinkedIn, driving engagement, longer sessions, and reducing bounce rates on our website
- **Efficient time management:** Organised projects and met timelines efficiently, leveraging strong time-management skills to deliver high-quality design work
- **Innovative problem solver:** Contributed creative ideas to enhance company processes, fostering continuous improvement and growth
- **Nurtured the growth of Marketing Interns:** Playing an integral role in fostering the professional development of marketing interns, equipping them with essential Adobe and design skills and guiding their creative journey

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Working and travelling in New Zealand

April 2018 - May 2019

Marks Design

Midweight Graphic Designer, October 2014 - April 2018

- **Design visionary for P1 Clients:** Entrusted with creating and developing captivating designs for numerous P1 clients, primarily within the Mondelez portfolio
 - **Innovative in-store activations:** Conceptualised and brought to life dynamic in-store POP activations, seamlessly blending static and interactive elements to engage customers
 - **Strategic brand analysis:** Collaborated on brand strategies, meticulously analysing data to enhance the customer journey and drive sales
 - **Full lifecycle engagement:** Actively participated in the entire lifecycle of the Mondelez annual consumer catalogue, from inception to delivery
 - **Career progression:** Recognised for excellence, I earned a promotion to the Mid-Weight position within just 18 months
 - **Pixel Perfectionist:** Meticulously edited and retouched product images and brand assets, ensuring visual consistency and quality
 - **Versatile adaptation:** Skillfully adapted artwork to fit diverse print sizes, bespoke in-store units, and digital platforms
 - **Client-centric communication:** Maintained consistently strong communication with external clients and account managers, fostering lasting relationships
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Education - Coventry University

September 2010 - June 2013

- BA(Hons) Graphic Design
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Graphic design skills

- Skilled in understanding client needs and creating and communicating effective ideas and solutions
 - Recognises the importance of research and idea generation in building clear strategic directions
 - Understands the consumer journey and integrates this insight into designs, such as point-of-purchase (POP) displays
 - Ability to manage design projects from concept to completion, ensuring deadlines and objectives are met, leading creative projects and guiding a team to achieve a cohesive vision
 - Adopts a hands-on approach, drawing inspiration from books and physical research by stepping away from the screen
 - Possesses a comprehensive understanding of how Tone of Voice shapes a brand's identity
 - Values portfolio management, ensuring the brief is reflected and guiding clients through an aesthetically pleasing journey to the final result
 - Knowledge of designing for print, including understanding of printing processes and materials
 - Strong teamwork skills, working effectively with other designers, clients, and stakeholders
 - Regularly stays updated on industry trends to produce the most effective and persuasive work possible
 - Ability to quickly learn and adapt to new tools, technologies, and design trends
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Brands I've worked with



BRIGHTWELL

hylab

Mondelez
International

Cadbury