



Creative and versatile Brand Designer with over 10 years’ experience delivering brand identities, campaigns, and design solutions for global fashion houses, luxury brands, start-ups, and financial technology platforms.

✦ Art direction ✦ Brand identity ✦ Project management ✦ Marketing design (digital and print) ✦ Event design ✦ Pitch decks and investor materials ✦ Illustration ✦ Pattern design

Skilled at translating business goals into compelling visual communications across print, digital, and environmental design.

Experienced in collaborating with stakeholders, leading projects end-to-end, and ensuring brand consistency across channels.

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Full-time

2022 — 2025
Brand Designer
Floww

Led design direction for integrated campaigns at a financial technology platform, ensuring consistent brand execution

Delivered design solutions across social media, email, websites, and event materials

Designed and managed branded environments for events and trade shows

Produced pitch decks and fundraising materials for investor engagement

2017 — 2022
Graphic and Brand Designer
Craster

Directed creative design for a luxury hospitality brand across digital and print

Managed catalogues, photoshoots, and trade show designs end-to-end with external partners

Introduced a digital planning tool to support hotel furnishing projects

2017
Graphic Designer
Conran Shop

Supported retail campaigns with visual and product illustrations

Produced design assets for marketing campaigns and showroom visuals

2016 — 2020
Graphic Designer
Godo

Built the visual identity for a luxury food delivery start-up

Created packaging, marketing materials, newsletters, and app/website content

2009 — 2016
Graphic Designer
Miu Miu, Prada

Designed seasonal mood boards, patterns, embroidery artwork, and prints for collections

Supported runway shows, catalogues, and internal presentations

Freelance

2023
Brand Designer
Force Over Mass

Delivered a full rebrand and website redesign for a venture capital firm

2021
Brand Designer
Modern Bohome

Designed brand identity and packaging for a lifestyle brand

2021
Print Designer
Palomino

Created seasonal embroidery and print designs for a homeware brand

2019
Brand Designer
Roski

Developed brand identity and website for a marketing agency

2019
Digital Designer
Plum Guide

Directed a marketing campaign, producing multi-channel digital assets

2019
Brand Designer
Montessori in the Workplace

Created brand identity and supporting materials for an educational consultancy

2019
Brand Designer
Yoga with Alex

Developed visual identity and social media toolkit for a wellness practitioner

2017 — 2018
Print Designer
Jane Carr

Designed prints and digital marketing assets for a luxury accessories brand

2017
Print Designer
Farah

Produced textile prints for seasonal menswear collections

2017
Graphic Designer / Illustrator
Nomiii

Created illustrations and product patterns for a stationery and lifestyle brand

Essential tools

⌘ Adobe Creative Suite
Photoshop, Illustrator, InDesign, After Effects, Premiere Pro

⌘ Figma

⌘ Miro

⌘ WordPress

⌘ HubSpot

⌘ Mailchimp

⌘ Microsoft 365
PowerPoint, Excel