



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.

[View website](#)

## 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 Boheme

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