



Head of Creative with ten years of experience across brand, product and everything in between.

Proven track record taking brands from zero to something worth remembering, with deep experience shaping visual identity and product experience simultaneously. Equally comfortable setting creative strategy at a company level and rolling up sleeves on execution. Experienced in building and leading multi-discipline creative teams, embedding creative thinking across the wider business and driving commercial outcomes through considered design.

BRAND SYSTEMS • PRODUCT EXPERIENCE • CREATIVE DIRECTION • DESIGN STRATEGY • TEAM BUILDING

EXPERIENCE

Waggel, Head of Creative

MAY 2022 — PRESENT

- Hired, onboarded and manage a multi-discipline creative team spanning product design, brand design and copywriting, implementing team rituals and shaping a culture recognised by multiple Workleap Top Manager awards
- Set annual creative strategy in collaboration with team leads and the C-suite, aligning creative output with the product roadmap while creating space for initiatives that improve the customer experience
- Led conversion and growth-focused product work from ideation through to delivery, resulting in significant commercial wins
- Held full brand ownership across product and marketing, leading a complete company rebrand in partnership with external research agencies to realign the visual experience with evolved customer expectations

Do Nation, Senior Product Designer

AUG 2021 — MAY 2022

- Led the creative team as Senior Product Designer, running 1-to-1s focused on individual growth and upskilling
- Worked closely with the CPO to understand the company's mission, translating it into a complete rebrand and flexible design library that better reflected its goals
- Gathered requirements across multiple partner organisations to shape a more consistent and considered experience for partners and their staff
- Supported external programmes with design materials including sponsorship assets and branded cycling attire

Waggel, Principal Product Designer

APR 2018 — AUG 2021

- First creative hire, joining the founding team pre-funding and playing a pivotal role in taking the product from zero to launch
- Led all visual work around product market fit, shaping the UX alongside the CPO in a crowded and dated market
- Informally led and onboarded new creative team members across both marketing and product
- Explored opportunities for further market penetration with the CPO, delivering unique brand moments including an editorial content series and a branded mascot plush toy.

Masabi, Product Designer

MAR 2015 — APR 2018

- Played a pivotal role in shaping the UI and UX of the JustRide platform as the business scaled from a UK operation to a global one
- Created a flexible white-label design system that significantly reduced the time to onboard new transit operators
- Introduced new product tiers and revenue-driving design features, expanding the platform beyond its base offering
- Rebranded Masabi in-house, delivering a new logo and full refresh of brand assets, while running lunchtime learning sessions to embed design thinking across development teams

Blue Serif, Graphic Designer

DEC 2014 — MAR 2015

- First hire at a newly founded studio, joining as the second member of the team
- Worked on large-scale web design projects for clients including Sony Professional Film Equipment

Cog Design, Graphic Designer

JUN 2013 — DEC 2014

- Joined as a summer intern during my second year and was offered a full-time role before graduating
- Worked alongside senior designers on multi-discipline campaigns, introducing motion graphics as a new capability to the team
- Managed my own client relationships, leading projects from brand conception through to final asset delivery
- Supported new business development through pitch deck creation and large-scale print projects including brochure design

RECOGNITION

Workleap Top Manager Award, Top 10%, awarded twice

COMMUNITY

Dead Product Society, Co-Founder

A community and event series for people working in product, bringing together designers, PMs and founders through regular in-person events in London.

EDUCATION

University of the Arts London

Art Direction, Short Course, 2020

University of Greenwich

BA (Hons) Graphic and Digital Design, First Class Honours, 2011 to 2014

Havering College of Further and Higher Education

National Diploma Graphic Design, Distinction, 2009 to 2011

