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I am passionate about visual problem-solving and specialize in corporate design, brand identity, infographics, and illustration. I firmly believe that simple, clean design is the most effective way to communicate strong brand values.

Career history

Whitefield IM Ltd (trading as bcreated) (2024 - present)

Quest Global - Global Head of Corporate Brand (2022 - summer 2024)

In October 2022, I was delighted to be appointed as Global Head of Corporate Brand at Quest Global, an established engineering services company dedicated to solving the problems of today that stand in the way of tomorrow.

Leading the in-house team of 14 creatives and project managers based in India and the UK, I was tasked with developing and implementing the rebranded Quest Global identity across a suite of assets both on and offline. The refreshed brand included a vibrant colour palette and bespoke illustrations, which were created to give Quest Global a distinct look and feel and create standout in a 'sea of sameness' against our competitors.

Working closely with the global marketing team across the USA, India, and Japan, I provided creative and strategic direction to our in-house designers and copywriters, as well as working with external agencies. This fostered a creative environment that encouraged innovation, drove excellence, and revitalised our brand, delivering consistent, cohesive communications across all touch points – engaging both internal and external audiences.

Whitefield IM Ltd (trading as bcreated) (2019 - 2022)

I returned to freelance design working for a diverse range of clients, leveraging my extensive experience to create impactful corporate communications across various media.

I am actively involved in all stages of the design process, including initial client meetings, creative pitches, and early-stage strategic planning. I also handle design concepts, their development, and final delivery. I can work remotely or collaborate with teams of designers, copywriters, web developers, or filmmakers to deliver comprehensive design solutions.

My deliverables encompass brand identity and guidelines, corporate messaging, print design, web design, films and animations, infographics, and illustrations.

Clients included: TSB, Eurofins, BP

thebigwindow (2014 – 2019)

As a Design Director, I collaborated closely with the Account Directors and clients, overseeing all design responsibilities and ensuring seamless project execution.

During my time at thebigwindow, I had the pleasure of working with a diverse array of clients across various sectors. I thrived on creating unique and compelling graphic solutions that effectively conveyed brand messaging across multiple platforms and mediums. This experience allowed me to refine my ability to deliver innovative and impactful designs tailored to each client's specific needs.

Clients included: BP, Grosvenor Britain & Ireland, Chemistry World, Eurofins, BP-ICAM

Welcome Trust, Big Change, Criterion Theatre, City of London

bcreated (2010 - 2019)

bcreated was set up to allow me to continue working in the industry locally in St Albans and with clients in London whilst bringing up my two children. Projects included brand identity, brochure design and illustration. Working for myself and in a freelance capacity with larger companies I managed all sides of the design process; from initial concept, design, typesetting and finally to print and delivery.

Clients included: BP, BP-ICAM, Welcome Trust, AoEC, Host Capital, Salamanca Risk Management, St Albans Cathedral

Freelance agencies: thebigwindow, BergHind Joseph, Team Publishing

Realtime Studios (1997 – 1999)

This large London agency comprised of a design for print agency, a typesetting company, and a web design agency. Working as art director I worked closely with both the web designers and the typesetters producing quality designs.

Our small team of print designers were involved in projects from pitch to completion. I was also involved in the recruitment of freelance designers when necessary and worked closely with the account directors creating a varied portfolio of work.

Clients included: UK Sport, UK Athletics, British Cycling, Anderson Consulting

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Career history (Cont'd)

Pauffley (1994 – 1997)

As a senior designer/project team leader, I was put in charge of a small group of designers and project managers. Together we worked on a variety of design projects ranging from large corporate annual reports to charity brochures, identity design and brand manuals. The company also included a web agency and working alongside these specialist designers, I created launch websites and interactive media, this was my first taste of web design.

Clients included: Ciba, Novartis, First Group, Debenhams, Sainsbury's

Currell Borman Communications, London (1992 - 1994) Art director

Shapes Limited, Richmond (1990-1992) Senior designer

Pauffley & Co, London (1987-1990) Junior designer / Senior designer

Education and Qualifications

1985 - 1987	Epsom School of Art and Design, Epsom, Surrey Higher National Diploma in Graphic Design (HND) - Merit
1983 – 1985	Barnfield College, Luton, Bedfordshire B/TEC National Diploma in Graphic Design
1977 - 1983	Samuel Whitbread Upper School, Clifton, Bedfordshire 9 'O' Levels, 1 'A' Level

IT skills

Complete knowledge and use of software on Mac and PC including:
InDesign, Illustrator, Photoshop, After Effects, Word, Powerpoint and Excel

Interests

I love a challenge; my sporting passions are skiing and keeping fit. In the past I trained in Shotokan karate for 18 years and reached 3rd Dan (black belt). That said I also like nothing better than an hour of yoga to re-focus the mind.

I enjoy creating my own illustrations digitally and drawing. I appreciate nature and like to take photos of the world around us. I have recently re-discovered life drawing and attend classes when I can. I visit art galleries and exhibitions as often as I can. I love to potter in my garden and my newly built veggie patch.

After travelling to India in my last role I now have a passion to travel and explore the world more. Holidays by the sea are a must.

References

John Kallarackal: Quest Global
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Trevor Chambers: Kindred TSB
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Adrian Nunn: thebigwindow, London
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"If you love what you do you will never work a day in your life"