



# Dan Beaumont

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## Qualifications

**Full-Stack Engineer Career Path**  
Codecademy

**BA (Hons) Product Design with Animation**  
University Of Huddersfield

**A-Level Product Design  
AVCE Art & Design**  
Hartlepool 6th Form College

**11 GCSE A-C, inc.  
Design & Tech (A) & Art (A)**  
High Tunstall College Of Science

## Skills & Expertise

Client Relationship Management  
Account Planning & Strategy  
Creative Thinking  
Project Management & Art Direction  
Communication (Verbal & Written)  
Presentation - groups of up to 30  
Financial Management & Negotiation  
Collaborative Working with a wide range of stakeholders  
Time Management  
Quick Learner

### Software:

Adobe CC: Photoshop, Illustrator, InDesign, Acrobat  
Microsoft Office: PowerPoint, Word, Excel, Outlook & Teams  
Google Suite: Slides, Sheets, Docs  
FileMaker Pro Advanced  
Tropos (ERP System)

## Career Summary

I am a dedicated and meticulous creative thinker with over 17 years of experience at a top London design agency. I have a degree in Product Design with Animation, through which I won the national RSA Design Directions Award for sustainable packaging, which awarded me a design internship. From intern to full-time designer, I swiftly advanced to become Design Director, leading a team of designers to develop strategic and beautiful branding that struck a chord with consumers' emotions.

My communication, organisational and leadership skills have seen me transition to a client services-focused position as Account Director. I have changed the habits of a nation with the award-winning *Happy Egg Co.*, from 75% caged purchases to 75% free range. With the invention of *Nuii* and forging strong relationships and friendships with influential individuals throughout the Froneri business, I brought many more brands to the agency from Europe, Australia and the US.

## Experience

### Career Break | 2024 - 2025

After relocating from London to Cumbria and leaving my long-term employer in the Design Industry, I took a career break to focus on my health and wellbeing, and assess my future ambitions and goals. I also explored a teenage interest of mine, web development, and completed the Codecademy Full-Stack Engineer Career path, through which I picked up a broad range of skills and languages as a software developer.

### Procurement Assistant

Bells of Lazonby Ltd. | 2023 - 2024

I was responsible for reviewing the daily production plan for both bakeries, standard and Gluten-Free, reacting to unforeseen issues or changes, and working collaboratively with production and our suppliers to establish the optimal solution.

- Ordered packaging at the best price per 1,000 and according to lead times.
- I arranged for consignment stock to be delivered daily/weekly to two bakeries.
- I standardised supplier call-off documents for a consistent approach to reduce the possibility of human error.
- I introduced a robust tracking document for developing new packaging with suppliers and bringing the responsibility under procurement rather than each Account Manager.
- I provided regular guidance from my past career experience and advised the marketing team on their ongoing redesign of the We Love Cake brand

### Account Director

Springetts Brand Design Consultants | 2019 - 2023

I offered a unique client service, daily account management combined with creative insight and understanding of the creative process from brief to launch.

- Advised clients on daily brand management and new growth opportunities within their market.
- Negotiated a new cost matrix with clients, implementing a 10% fee increase.
- Devised alternative creative processes to meet client requirements within tight budgets.

Smartsheet  
Concrete 5, WordPress  
BBEdit - basic XHTML

## Awards

**RSA Design Directions Winner**  
Sustainable Packaging - 2007

**DBA Design Effectiveness - Gold**  
The Happy Egg Co. - 2011

**Grocer Food Brand of the Year**  
The Happy Egg Co. - 2011

**Pentawards Concept - Gold**  
Just Laid Eggs - 2014

**HAHAHA Lars Wallentin Award**  
Just Laid Eggs - 2014

**Pentawards Nomination**  
Wild Nuts - 2019

## Hobbies & Interest

I'm a keen **runner**, from weekday 5k to half marathons along the Thames, just because I could. I find nothing better for clearing the mind and positive thinking.

As my relocation to Cumbria may suggest, I am an avid **hiker** and love being up in the fells, taking in the fresh air and the beautiful great outdoors. While here, my other hobby, **photography**, can also shine with spectacular flora and fauna in every direction.

If not atop the world, I'll be in the valley and on the water, either speeding by in a **kayak** or cruising on a **stand-up paddleboard**.

When I'm not adventuring, I can be found **doodling**, **sketching** or **designing**.

I'm a huge **Formula 1** fan, following every race. I've been lucky enough to drive a single-seater around Silverstone and combined this passion with my design career when pitching to rebrand the Racing Point F1 team (now Aston Martin).

## References

Available On Request

- Facilitated co-creative sessions with clients, including *AG Barr* for which I produced the new brand strategy and internal creative brief.
- I assisted Creative Directors with project planning, scheduling and quotations.
- Introduced a studio scheduling system and managed creative time efficiently throughout the agency and according to project value.
- Accounts worth circa £1m.
- Line manager and mentor for two Account Managers.
- Client Partnerships: *Froneri International*, *The Compleat Food Group*, *Kettle Foods*, *AG Barr*, *AkzoNobel*, *Red Tractor*, *Pilgrims UK*, *Monty Bojangles*.

### Design Director

Springetts Brand Design Consultants | 2013 - 2019

Led a team of junior & senior designers, guiding them through our creative process, from briefing to the release of final artwork, whilst producing exceptional designs for multiple client accounts.

- Accepted project briefs and negotiated project fees from £5k through to £200k.
- Implemented appropriate creative processes and timelines and assigned projects to suitable team members.
- Directed winning creative pitches, including accounts with Kettle Foods and Vimto.
- Outlined tailored strategic marketing approaches, including for a pan-European ice cream brand and led the creative development through to the launch of *Nuii*. *The brand is now* available in 20 countries with over 1 billion sticks sold (as of Feb 2024).
  - Through this success, I brought ten further Froneri brands to the agency for strategic and creative reviews.
- Mentored young talent into senior and Director positions, one going on to be the founder/owner of their agency.
- Clients: Froneri, Kettle Foods, AkzoNobel, Time Products, Garden of Life, Noble Foods, Weetabix, Nichols PLC.

### Senior Designer

Springetts Brand Design Consultants | 2011 - 2013

Lead designer and manager of my assigned projects, quotations, lead times and scheduling.

- Forged a strong relationship with the team at *Young's Seafood*, becoming lead contact for all product developments and design adaptations and supporting the brand to reach a £200m value for the first time.
- Managed the £250k redesign of *Vimto*, from strategic workshops to conceptual beginnings and oversaw critical paths for the phased rollout of over 100 SKUs and licensed products through to the final design and artwork as key client contact.
- Created the *Gastro* added value range for *Young's Seafood* (as of Feb 2019), worth £66m, twice that of the nearest competitor.

### Designer

Springetts Brand Design Consultants | 2007 - 2011

I worked with a large team of 50 creatives, developing branding and packaging concepts for clients, from small and local to large and global.

- Changed the habits of consumers and retailers alike by creating the multi-award-winning Happy Egg Co. brand, which grew from £0 to £80m within two years.
- Directed the rollout of new branding for Bendicks Bittermints and range expansion rollout - branding remains today, 15 years on.
- Designed the Wimbledon Championship Limited Edition branding for Evian, the official bottled water 2008.

