

ABOUT ME

Born in Hong Kong, educated in Toronto, and now shaping brands in London, I bring a global perspective to branding and design. With a decade of experience, I've helped leading consumer brands create impactful, award-winning work.

Passionate about storytelling and visual identity, I focus on blending creativity with commercial success. Always eager to collaborate and innovate.

EXPERIENCE

Marks (London)

DESIGN DIRECTOR

Aug 2023 – Apr 2025

SENIOR DESIGNER

Sept 2021 – Aug 2023

As Design Director at Marks London, I set the creative direction and partnered closely with the strategy team — shaping brand narratives and building clear creative territories that opened new ways to tell brand stories. I led a small, hands-on team, translating ideas into precise visual cues that help clients express their brand and product philosophy with clarity.

Over three and a half years at Marks, I focused mainly on the Haleon account, contributing to a broad spectrum of work that strengthened the brand's presence and reinforced its leadership in medicinal personal care. A highlight was leading the Clinical White project, which won Best in Class at the 2025 PAC Awards. I also co-led the Platinum EX range for Japan, a flagship 2024 launch that landed strongly in market.

NOTABLE PROJECTS

Sensodyne Clinical tier — concept and brand development, pack design, rollout

Sensodyne Japan – Platinum EX range — concept and pack design, variant rollout

Parodontax China redesign — concept and pack design, illustration direction, rollout

FutureBrand (London)

May 2016 – Sept 2021

MID-WEIGHT DESIGNER

My work focused on concept research and development, brand world creation, and packaging design systems for both projects and pitches. I was also involved in illustration, style guide development, and photography direction, contributing to the creation of cohesive brand identities.

NOTABLE PROJECTS

Purina One — concept and pack design, illustration style direction, rollout

Starbucks soluble coffee — concept and pack design, illustration creation, rollout

LifeStyle Zero — concept and pack design, rollout

Freelance Designer

Jan 2013 – Apr 2016

DESIGNER

Concept research and development, communication and presentation design, social content, and packaging across varied clients, delivering strategic and visually compelling solutions.

SELECTED CLIENTS

Brand Union

Eight Partnership

Imagination Communication

Lane Crawford

Ogilvy

Philips Electronics

Cathay Pacific

Huawei

CONTACT

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EDUCATION

OCAD University (Toronto)

BA, Visual Communication — Graphic Design

2005 – 2010

Columbia International College

2003 – 2005

LANGUAGE

English

Chinese

RECOGNITION

PAC Awards 2025 — Best in Class
(Sensodyne Clinical White)

NATIONALITY

British Citizen

ILLUSTRATION

dixondixondixon.com

FAN OF

Matisse

Singer Sargent

Chirico

Simone

James

Getz

Page One

JUNIOR DESIGNER

Jun 2011 – Jan 2013

Entertainment One

DESIGN INTERN

Oct 2010 – Feb 2011