

ABOUT ME

Born in Hong Kong, educated in Toronto, and now shaping brands in London, I bring a global perspective to brand and packaging design. With over a decade of experience, I’ve helped leading consumer brands build clear, distinctive identities and packaging systems across a range of FMCG categories.

I combine storytelling with commercial thinking, balancing big-picture territory setting with hands-on design craft. Currently working independently, I partner with agencies and clients on design director and senior designer roles across strategy-led brand identity and packaging projects.

EXPERIENCE

Independent Brand & Packaging Design Director (London / Remote)

INDEPENDENT

May 2025 – Present

KEY RESPONSIBILITIES

- Lead concept development and visual territory exploration for brand and packaging projects, from early sketch to refined routes.
- Develop clear, navigable packaging systems and range architectures that balance storytelling with on-shelf clarity and commercial goals.
- Collaborate with strategy, client services, artwork, and production partners to deliver work from idea through to final artwork and print.
- Present work to stakeholders with a focus on clarity, rationale, and actionable next steps.
- Support teams as a flexible resource, stepping in as design director or senior designer depending on project needs and timelines.

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 helped 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

Page One

JUNIOR DESIGNER

Jun 2011 – Jan 2013

Created end-to-end visual marketing for the bookstore, including window displays, in-store signage, promotional posters, and seasonal campaign materials to maintain a consistent, engaging brand presence.

Entertainment One

DESIGN INTERN

Oct 2010 – Feb 2011

Supported the in-house team on key art and marketing collateral across home entertainment releases.

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](http://dixondixondixon.com)

FAN OF

Matisse  
Singer Sargent  
Chirico  
Simone  
James  
Getz