



IDENTITY | ART DIRECTION | ILLUSTRATION | UI | GRAPHIC ARTS | TYPOGRAPHY | LETTERING

**Multidisciplinary creative delivering on and off screen experiences. Driven, proactive and business oriented. Working to bring brand narratives to life across a range of touch points.**

## WORK EXPERIENCE

### Luno Money Ltd

Senior Brand-UI Designer

04/22 - 10/23

- Designing, developing and maintaining brand language across all media, exploring new creative approaches to develop the brand language considering different markets audiences across the globe.
- Art Directing in house and freelance creatives in a wide range of projects from 3d Illustration to motion design.
- Harnessing visual storytelling and strategic thinking to enhance product messaging and brand positioning.
- Designing, developing and maintaining the brand and product design systems, and managing a cross functional team of developers and designers.

### Atom Learning

Creative Lead

12/20 - 04/22

- Managed timely delivery of end to end cross-functional projects.
- Created and developed the design team processes in an ever-changing and growing creative studio.
- Putting design always at forefront strategy for business growth.
- Ideate, Develop, and maintain the company's visual language and design strategy through careful user and business research.
- Design ideation; generating, developing, and communicating new creative ideas, that integrate visual, verbal, and experience design seamlessly.
- Ensuring brand integrity and standards across all media
- Grow and lead a team from 2 to 10 multidisciplinary designers
- Focus on personal and professional development of the team as well as ensuring physical and mental wellbeing by creating a safe work space that will promote trust, innovation and empowerment.

### Atom Learning

Integrated Designer

05/20 - 12/22

- Created high-quality proposals throughout the entire design process from concept to production of digital and display advertising, social media content, printed material, infographics, product design, illustration, iconography, mails and web design.
- Designed, prototyped and delivered User Interfaces.
- Briefed, managed and reviewed from freelance motion, visual designers and Illustrators.
- Developed and created working and collaboration processes across different teams.
- Maintained high quality creative, strong attention to detail, operating in a fast-paced, iterative environment
- Worked with the development, marketing and sales team to deliver a wide range of projects from Printed, social media and product material.

### Momentum Abm

Integrated Designer

05/19 - 05/20

- Created high-quality proposals throughout the entire design process from concept to production, including product, digital assets for web and apps, displaying advertising social media content, printed material, infographics, posters and collaterals.
- Ensured that all work references and adheres to the relevant brand guidelines and evolving the continued development of Our Client's design language.
- Briefed and reviewed work from developers, animators and other designers both in-house and freelancers.
- Monitored industry trends, product development and feature changes and adding relevant findings into the agency material.
- Collaborated across the agency teams to drive up standards of creativity,
- new tools and processes and learning new skills to keep the production in-house.

### LEO Learning

Digital Designer

06/17 - 04/19

- Designed and developed bespoke e-learning solutions for financial institutions.
- Created fully interactive user Interfaces and high-fidelity prototypes.
- Ensured that all work references and adheres to the relevant brand guidelines.
- Designed digital-first brand toolkits, ensuring they translate into flexible and reusable web components using HTML, CSS & Javascript.
- Collaborated across the agency to drive up standards of creativity, new tools and processes.

### Join Pouch

Digital Designer - Front End Developer

10/16 - 05/17

- Created a clear and compelling vision for the brand's digital products.
- Ensured a cohesive experience across all platforms and channels.
- Monitored design trends to ensure that the design work remained relevant.
- Developed front-end web Components using HTML, CSS and Javascript.
- Improved and maintained Software legibility and reusability of code.
- Designed email and social media campaigns.

### End Clothing

Studio Photographer

05/20 - 12/22

- Created a clear and compelling vision for the brand's digital products.
- Ensured a cohesive experience across all platforms and channels.
- Monitored design trends to ensure that the design work remained relevant.
- Developed front-end web Components using HTML, CSS and Javascript.
- Improved and maintained Software legibility and reusability of code.
- Designed email and social media campaigns.

### Freelance Photographer & Retoucher

05/20 - 12/22

Worked on a variety of disciplines, from Architecture to Product photography.

Professional image retouching and manipulation service.

Liaised with clients, producers and Art Directors to provide best quality content to suit their requirements.

**THANKS**

