

+ personal statement

I am a creative brand ‘artisan’ and an adult fan of LEGO (AFOL). I always like to build and fiddle with things and that’s what led me to the world of design. I strongly believe that design has the power to change everything. This is why I have a true passion for crafting emotive (& sometimes crazy) brand experiences that forge powerful connections.



I leverage exceptional design skills across platforms like Adobe Illustrator, Photoshop, After Effects and Figma to develop visually compelling brand assets. I pair this with strong technical expertise in frontend development using tools like CSS, TypeScript & JavaScript.

+ 51.5072° N, 0.1276° W

+ projects

athletico

Jan 2024

> Designed vibrant visual identity, embodying ”hunger for sports” with bold typography and energetic imagery.

beep beep

Dec 2023

> Designed beep beep’s vibrant and playful visual identity, featuring a charismatic mascot and bold design elements.

flotek

Oct 2023

> Developed a minimal visual identity delivering technical assets symbolising the core product of the brand.

melea

Jul 2023

> Developed and strategised an elegant visual language for Melea, a sustainable fashion brand & a certified B Corp.

the best _ in the making

Mar 2023

> Strategised a personal project, to create a community of growing learners of all domains & connecting leaders.

+ qualifications

msc brand management

Nottingham Trent University
Grade: Distinction

> Course representative, brand development, design & management, research & project/assignment based academia.

+ 52.9540° N, 1.1550° W

+ skills and interests

> Adobe Creative Suite, Figma, CSS, TypeScript, JavaScript, NextJS
> LEGO, Music Cassettes, Visas, Abstract Art