

CREATIVE STRATEGY

Leading inspiring and effective design strategy to guide impactful brand experiences.

With a strong foundation in creative strategy, I'm passionate about creating insightful narratives and compelling brand experiences. I am curious and experimental by nature and always champion curiosity and creativity – excelling in the interpretation and translation of business challenge into brand design solutions.

My professional journey spans strategic design initiatives across diverse sectors – from brand and product development to communications and environments. I have specialist expertise in branded environments and experiences such as retail design, retail marketing and hospitality having worked with clients like adidas, DM's, Sainsburys and Argos.

My approach is informed by insight and instinct - understanding evolving human needs and desires and a knack for translating brands and products into compelling stories ensures that authenticity, distinctiveness, and effectiveness remain at the heart of every project.

I like to foster an environment for creativity to flourish, combining experience with clarity and playfulness to deliver exceptional design solutions. Collaborating with creatives at all levels, I highly value curiosity, creative thinking, and innovation as drivers of outstanding design.

SKILLS & EXPERTISE

- Strategic Leadership and Direction
- Brand & Proposition Development
- Brand Evolution
- Retail Experience Strategy
- Distinctive Pop-Up Concepts & Marketing
- Client Partnership & Stakeholder Management
- Multi-Disciplinary Workshop Facilitation
- Business Development & New Ventures
- Persuasive Creative Pitches & Presentations
- Creative Direction & Team Leadership
- Contextual Trends Research & Insight

Category & Sector Experience: Sportswear, Fashion, Footwear, Supermarkets, FMCG, Beauty, Automotive, Restaurants, Hotels, Stadium hospitality, Workspace.

PROJECT EXAMPLES

Retail Experience Strategy

Developing retail experience creative strategy from pitch to concept for multiple retailers from grocery to chocolatiers, fashion and footwear.

Creative Strategy: Adidas Running 3 years developing Global Comms Campaigns for Retail

Strategic campaign planning, workshop facilitation & cross-channel collaboration

Retail journey creation & campaign narrative through retail.

Guiding and directing design, planning & writing of global toolkits for campaigns.

Pitch Development

Developing a pitch for Vans retail marketing, covering: Customer understanding; Trends & insight; Strategic approach; Creative Direction. Results: Won 12-month contract for retail campaign creative, production & installation.

EXPERIENCE HIGHLIGHTS

FREELANCE CREATIVE STRATEGY | Collage LDN | 2017–2023

For the past 7 years I have been working as a freelance strategist with many design studios including 20.20, Dalziel & Pow, Harlequin and Checkland Kindleysides as well as directly with clients such as HS2 and IKEA.

Projects have ranged from business and proposition development to authoring content to strategic project lead for retail projects. I enjoy creating effective working relationships across multi-disciplinary client and creative teams spanning junior to director level.

ASSOCIATE STRATEGY DIRECTOR | YourStudio, London, UK | 2014–2017

Leading transformation by creating and executing impactful insight and strategy offerings.
Steering company direction through active participation in leadership team.
Strategically positioning the studio through new business initiatives and insight-driven marketing.
Elevating company prominence through dynamic presentations at industry conferences and events.
Championing and orchestrating cross-functional teams in Insights and Graphic Design.
Masterminding project responses and strategies that drive brand experience innovation.
Clients include: Virgin Holidays, QIC, Unilever Prestige.

HEAD OF DESIGN STRATEGY | Checkland Kindleysides | 2010–2014

Architecting strategic design responses, directing initiatives that align with brand essence.
Pioneering research-infused design projects, generating actionable insights for touchpoint experiences.
Elevating design through orchestration of customer journeys, ensuring alignment with brand and business imperatives.
Mastering communication through refined copywriting and presentation skills.
Instrumental in securing new business by crafting and presenting winning pitches.
Clients: P&G, Asda, Interface, Wrangler, New Look, Virgin Atlantic, Pizza Hut, Onitsuka Tiger.

DESIGN TRENDS LEAD | SeymourPowell Foresight | 2009–2010 DESIGN RESEARCHER | 2005–2010

Fusing design, technology, and societal trends to forecast pioneering visual trajectories.
Architecting comprehensive visual and materials strategies for brands and products.
Defining brand identities and design philosophies to resonate with consumers.
Global ethnographic research orchestration, extracting actionable insights to fuel innovation.
Producing captivating video presentations that galvanize ideation events.
Clients: Unilever (Dove, Lynx, Sure), Ford, Radley, Nando's, Pizza Express, LG, Asics

EDUCATION

1st Class Hons | BA Graphic Arts & Design | Leeds Beckett University (was Leeds Metropolitan) | 2001–2004

Merit | BTEC Foundation Studies in Art & Design | Wimbledon School of Art | 2000–2001

A-Levels | Richmond Upon Thames College | 1998–2000
Sociology (A) Graphic Design (A) Fine Art (A) Human Biology (B)

ADDITIONAL TRAINING

- Creative Mentor Network Mentoring Training
- D&AD Branding Masterclass
- Presentation Skills Training
- NCS Colour Training
- Software: Adobe Creative Suite, Microsoft Office, etc.

CONTACT

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