

PROFILE

Senior designer with **20+ years** across agencies, in-house teams and my own studio, working across brand, interface and motion so ideas stay coherent from first sketch to shipped pixel. Four years embedded on enterprise accounts at Paragon, including **JLL, Goldman Sachs, NatWest, Pearson and the DWP**, producing brand films, campaign creative, interfaces and design systems at pace and across UK and US time zones. Supported **Revolution Beauty** from early-stage launch to a £250m+ valuation. Comfortable in Figma, After Effects and code, and I use AI tooling where it genuinely speeds up concepting and production.

SELECTED OUTCOMES

- **Revolution Beauty.** Brand and packaging system from launch through rapid growth; guidelines let in-house teams and suppliers produce on-brand work without a designer in the room. Business reached a **£250m+ valuation within five years**.
- **JLL.** Four years producing Capital Markets brand films, showreels, benchmarking reports and event content inside JLL's global identity, briefed from UK and US stakeholders and delivered to hard event dates.
- **mydentist.** Brand identity uniting Europe's largest dental group, **600+ practices and 5 million patients**, under one name; followed by the {my}sm;e clear-aligner launch brand.
- **Rarely Heard Voices.** Designed and built a private-network PWA for senior retail leaders: **40+ screens, 50+ components**, one React codebase shipped to web, iOS and Android for a community of 800+ members in 60+ countries.
- **NatWest and DWP.** A two-minute Open Banking explainer for NatWest Payit; UI for case-management dashboards and workflow interfaces for the DWP, built to the DWP Design System and GDS accessibility standards (WCAG 2.2).
- **Paragon Works.** Designed and built the group's corporate website: a video-led hero and three-pillar architecture presenting three businesses as one brand.

EXPERIENCE

2021 – 2026

Paragon Works · Senior Designer, embedded enterprise accounts · UK / US, remote
Senior designer supporting global client accounts, starting on JLL (USA) and expanding across property, finance, legal, education, energy, retail and government.

- Led design and motion for brand films, campaign creative, dashboards and digital interfaces, from brief to final delivery, often within days.
- Built and maintained design systems and component libraries across multi-brand environments so work stayed on brand at enterprise scale.
- Delivered high-volume, fast-turnaround creative across concurrent workstreams while collaborating directly with UK and US stakeholders, product owners and developers.
- Designed case-management and workflow interfaces for the DWP to the DWP Design System and GDS accessibility standards.
- Introduced AI-assisted workflows for concepting, iteration and asset production, cutting turnaround without compromising quality.

Accounts included JLL, Goldman Sachs, UBS, Schroders, NatWest, Pearson, Legal & General, Aviva, Mastercard, Imperial College London, London Business School, Scottish Power, BT/EE, Dyson, Fidelity, Honeywell, Knight Frank, DWP.

2007 – PRESENT

OOG Limited · Founder & Creative Lead · Cheshire

My own studio, providing senior brand, digital and motion design to agencies, start-ups and in-house teams. Several client relationships have run for over a decade.

- Revolution Beauty: brand and packaging system, guidelines and ongoing stewardship from launch through growth.
- Brand identities, packaging and web for mydentist, {my}sm;e, Foodsmiths, Endoperfection, Seacole Kitchen, M&S colleague dining and Lee Longlands.
- Rarely Heard Voices: product design and front-end build of the members' app (React, Supabase, Capacitor).

2007 – 2009

RMR Creative Ltd, Birmingham · Creative Director & Co-owner

Founded and led a start-up agency: pitches, strategy and creative direction for National Trust, Birmingham City Council, Tarmac, Dunkin' Donuts, nPower, JCB and Saint-Gobain.

2004 – 2007

HH Associates Ltd, Surrey / Midlands · Studio Development & Creative Director

Headhunted to establish and lead a new Midlands studio. Retail and digital campaigns; worked with IT on a web-to-print self-service platform. Managed and mentored the studio team.

2000 – 2004

Greystone Advertising (now ITG), Birmingham · Creative Director / New Media Director

Progressed from senior designer to creative leadership. Established and grew the agency's digital and multimedia capability; mentored designers and oversaw creative delivery.

SKILLS & TOOLS

Design

Brand identity · UI/UX and design systems · packaging · art direction · motion graphics and video edit · web and app design · prototyping · accessibility (WCAG 2.2, GDS)

Tools

Figma · Photoshop · Illustrator · InDesign · After Effects · Premiere Pro · Blender · Webflow · HTML/CSS/JS · React · Supabase

AI-assisted production

Midjourney · Adobe Firefly · ComfyUI / Flux · Claude and ChatGPT for concepting, copy and code · batch and API-driven asset generation

EDUCATION

BTEC National Diploma, Graphic Design (Distinction)
Stourbridge College

City & Guilds, Publishing (Higher)