

Senior Designer with 10+ years of experience. I specialize in leading the visual evolution of brands across multiple sectors. Bridging the gap between heritage and modern innovation by delivering bold, strategic design solutions across print, digital, and brand-wide systems.

Skills

- Adobe Creative suite (Photoshop, InDesign etc)
- Wireframing - Figma
- Microsoft Office programs / Slack
- Mac and PC Platforms
- Generative AI
- Asana / project management
- Adobe Firefly AI asset creation
- Professional photography

Experience

Vanquis Bank | Senior Brand Designer | Dec 2022 - Apr 2026

- Developed the ongoing re-branding initiative, including the creation of new logo-mark, typography, brand guidelines and location branding. Championing brand identity.
- Focused on delivering the new brand goal of being a “caring bank”. Creating designs for internal and external facing assets. Helping to push the business forward to win the UK Great Place to Work award in 2026.
- Social media asset creation, ie: static posts, text / graphic animations. Increasing social interaction and following by 34%.
- Email design, print design. Working with marketing team to help push the brand.

Bed Bath and Beyond | Print Graphic Designer | Jun 2019 - May 2021

- Layout of images and copy blocks on post cards and circulars.
- Develop new packaging for shipping labels, boxes, envelopes, including gift cards and their branding.

Brown Jordan International | Graphic Designer | Jan 2018 - Jun 2019

- Working on re-brand projects for all. Logo design / exploration was done, including color research and development to have the brand appeal to a wider audience.
- Digital design, social media assets, email templates, photo & video work.
- Print work, ie: flyers, magazine ads, furniture catalogue.

PRI Productions | Designer & Photographer | Mar 2017 - Jan 2018

Agency setting, working on multiple projects at once.

- The Jacksonville Jaguars, JAX Sports Council, Jax Events, Omni Hotels.
- Photography was also needed within this role. Photographing events mainly.

Education

Bachelor’s Degree in Visual Communication / Graphic Design
Farmingdale State College – Farmingdale, NY