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I specialise in managing and creating beautiful multi-channel experiences for brands to bring to their audiences. Discovering their passions is key to unlocking the potential within clients. Luckily, I've worked with amazing clients who agree with me, such as PepsiCo, ŠKODA, and Tourism Ireland. I've been a finalist at the Drum Network Awards, the DADI Awards, and The Majors.



Clients



Experience

Freelance Art Director, Graphic Designer & Colourist for Film & Television

Selected clients include hyphen.sg, Kyodo Tokyo, Ladder, UTTR, Denhouse Productions, Pixel Studios, and SeniLab.

Naga DDB Tribal (2023 - 2024)

As Creative Group Head, I led a team of creatives across copy and art for clients including Tiger Beer and Prudential.

Ladder.io (2021 - 2023)

Born out of the Publicis Groupe, Ladder powers full-funnel strategy and performance solutions for global brands via the power of data-driven social media. I managed and led a team of talented designers and art directors, and collaborated with fellow copywriters and strategists.

Omnicom Group - OMD EMEA (2018 - 2021)

OMD EMEA is an award-winning media agency within the Omnicom group. As an art director with copywriting skills, I conceptualised integrated digital campaigns.

VCCP Partnership - Good Relations (2017 -2018)

Lead creative, motion designer, and producer for multi-channel social media and PR campaigns.

Reading Room (2014 - 2017)

Lead digital creative and UX/UI designer. Worked on a range of websites, digital campaigns, and apps.

OLIVER Group - Adjust Your Set (2012 - 2014)

As an art director and designer, I helped the team to create digital video content and UX/UI for online video player platforms.

Freelance (2011)

Selected clients: Sony Music UK, Bond & Coyne Associates, Milton Keynes Gallery

Education

University of Southampton

BA (Hons) in Graphic Arts with Marketing, Branding, and Advertising

Other qualifications

Open University Web and Design
LAMDA and Trinity drama and public speaking certifications at Grade 8 (Gold Medal)

Other

BME PR Pros (2020)

Creative mentor for diversity & inclusion scheme in PR

Solent University (2018 - 2020)

Guest lecturer