

ABOUT ME

My main focus is on producing idea-driven graphic design and I consider myself hardworking, enthusiastic and flexible. I believe that a designer should, first and foremost, be a problem-solver.

I have an in-depth knowledge of Adobe Photoshop, Illustrator and InDesign, underpinned with a thorough understanding of print preparation and production. In addition to this I have strong retouching skills and experience working with photographers. I have also recently been developing my animation skills.

I have worked with a range of clients – from small start-ups to established international brands, across a range of sectors including: FMCG/retail, charity/not-for-profit, education, healthcare, property and engineering.

Aside from my design work I am interested in cycling and race for the Paria Magic Rock Racing team.

EDUCATION

BTEC NATIONAL DIPLOMA MULTIMEDIA

Triple Distinction

Isle of Man College
2004 – 2006

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BA (HONS) GRAPHIC DESIGN First Class

Leeds College of Art
2006 – 2009

EXPERIENCE

Designer
FREELANCE
2009 – 2010

Clients including Leeds College of Art, Leeds College of Building, British Red Cross, Caroline Lucas MEP and various other charities and not-for-profit organisations.

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Designer
SPENCER CREATIVE
August 2010 – October 2014

Working with a wide range of clients, from local businesses to recognisable consumer brands such as Fever-Tree and Happy Eggs. I oversaw the small creative team and was responsible for everything from concept-generation to artwork, and from managing clients to sourcing print.

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Senior Designer
FREELANCE
October 2014 – Present

Working for several Leeds agencies, including Brass, The Individual Agency, All Good, WilliamsLeaTag, Enjoy Digital, Propaganda, Thompson Brand Partners and Home Agency.

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Freelance Senior Designer
PROPAGANDA
May 2015 – December 2015

Working with clients such as Carillion, CNG, Anne Summers and Clipper.

Freelance Senior Designer
WILLIAMS LEA TAG
January 2016 – August 2016

Taking the creative lead on various Kellogg's on-pack promotions as well as general design work for large FMCG clients including Diageo and P&G. My role also included art-directing photography and presenting to clients.

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Freelance Senior Designer
HOME AGENCY
September 2016 – May 2017

Mainly overseeing design work for The Principal Hotel Company, as well as occasional design work for other brands such as Jet2 and Argos.

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Freelance Senior Designer
THOMPSON BRAND PARTNERS
May 2017 – December 2017

Working across most of the agency's clients including Morrisons, NHS Digital, Keelham Farm Shop and Leeds City Region Enterprise Partnership's Channel 4 bid.

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Freelance Senior Designer
PROPAGANDA
January 2018 – April 2020

Working on a range of client work for brands such as Gym King, Loyalti, Roberts Bakery and CNG – taking the lead on several large projects.

Freelance Senior Designer
WOVEN
January 2021 – November 2021

Working with clients such as Princess Yachts, NSPCC, Champion, Hopkins Homes and Latimer Homes.

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Freelance Senior Designer
IMA-HOME
November 2021 – Present

Mainly overseeing design work for Galderma – working on branding and advertising for several of their brands. As well as this I worked on other brands such as Bonza Airlines, SportsBroker and Leeds Building Society.