

Professional Experience

Independent Graphic & Type Designer London  
Self-initiated Practice May 2024-present

Working independently and collaboratively across disciplines designing visual identities, book layouts, websites, and film titles for clients in independent publishing, art, journalism, and community sectors. Producing adaptable design systems, with focus on clarity, nuance, and cross-cultural relevance. Delivering print-ready artwork and managed cross-platform brand rollouts.

Projects: [Tempo Passato Perfetto a Roma](#) → [Photography After Capitalism](#)  
[Eglé Jauncems](#) → [Democracy For Sale](#) → [Kurt Boone Books](#) → [InJoinery](#)

WPP Group: VML Health, Sudler & Hennessey, WTH London  
Senior Designer 2018-2024

Brand Guardian, overseeing and leading the roll-out and evolution of brand identity systems, extending brand guidelines, ensuring consistency across digital, print, and experiential formats. Keeping it modern, relevant and consistent with full ownership of the creative process: ideation, storyboarding, presentations and final production. Designing and developing custom multi-channel campaigns, conferences, digital & print materials for the global health communications network. Produced connected brand visuals from concept through to production—including motion graphics, illustration, and interactive digital materials. Partnering with marketing teams, scientific writers, illustrators and developers to translate complex scientific content into clear and dynamic key visuals, infographics, iconography.

Campaigns: [What's Breast For Me](#) → [Say Yes Campaign](#) → [ABC Alliance](#)  
Clients: Bayer, Sepsis Trust UK, GSK, AstraZeneca, Pfizer

ACW Design London  
Midweight Designer 2012-2018

Partnering with NGOs and international organisations such as Médecins Sans Frontières, and Care International, I've developed visual identities, editorial designs, and campaign materials that bring humanitarian stories to life and amplify the voices of mission-driven teams around the world. With a meticulous eye for detail, I've handled everything from typesetting complex reports and coordinating production schedules to liaising with print vendors and mentoring junior designers—ensuring each project meets the highest standards of accuracy and design integrity. Through thoughtful design and strategic visual systems, my work has helped elevate donor engagement, strengthen visual consistency, and empower organisations to communicate critical messages with clarity, empathy, and impact.

Worked closely with senior design directors and global beauty clients to develop and produce a wide range of marketing materials that align with brand identity and campaign objectives. Collaborated on the conceptualisation and execution of artwork and packaging design for The Estée Lauder Companies portfolio, including brands such as NARS, Bobbi Brown, and Clinique, as well as for fashion and lifestyle clients including Marni, John Varvatos, and Kiehl's. Responsible for delivering both digital and print assets across multiple platforms and formats. Projects included press releases, marketing calendars, leaflets, direct mail pieces, magazine advertisements, brochures, product packaging, and spatial design elements for retail booths and pop-up activations. Additional deliverables encompassed tip cards, newsletters, and other marketing collateral.

Projects: [TRIAL International Branding](#) → [MSF International Activity](#)

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Senior Graphic Designer creating bold, concept-driven visual identities, print and digital materials. Sensitive to detail & collaborative problem-solving that resonates with diverse audiences.

Key Skills:

- Campaign & Communication Design (digital + print)
- Visual Identity Systems & Brand Guardianship
- Editorial, Book & Report Layouts
- Motion Graphics, Storyboards & Film Titles
- Illustration & Information Design
- Print Production & Artwork Preparation
- Cross-functional Collaboration with Clients & Teams
- Mentoring & Collaboration with Junior Designers
- Adobe CC (InDesign, Photoshop, Illustrator, After Effects), Figma, Glyphs, Cavalry, Drawbot

Education:

Letterform Archive 2025  
Typewest Postgraduate Program  
London College of Communication 2011  
MA Graphic Design  
Goldsmiths, University of London 2010  
BA Design



Work Experience, Assisting & Training

Typofonderie	Paris
Type Designer / Graphic Designer	April-July 2025

Refining existing typefaces and exploring professional workflows for high-quality type design within a commercial foundry setting. Vectorising methods and drawing techniques on paper and digitally (including Glyphs workshops, while also facilitating TypeParis and the Now 25 Conference). Practiced creating small caps from caps and studying how serif irregularities in length/weight affect spacing and texture. Gained experience with revival processes (Sketching in Procreate → Illustrator simplification → Glyphs drawing), curve vs. angle analysis, and punchcutter tendencies (e.g. Didot’s angular vs. round qualities). Compared shape consistencies across scales, checked OpenType features in InDesign, and learned how to clearly designate features in specimens. Worked on interpolation, adding intermediates between masters, refining families, and setting up proofs to evaluate optical coherence. Applied kerning strategies, including class-vs-class kerning scripts, handling difficult pairs, and building diacritic subclasses. Gained insight into the process of promoting and launching typefaces.

Assisted with the design and production of internal design materials and administrative tasks for large-scale events such as the [TypeParis](#) course and [Now25 Conference](#). Producing graphic design materials such as name tags and diplomas, social media posts and conducting interviews with world-known type designers, instructors & guest critics and publishing on the [TypeParis website](#).

Type West at Letterform Archive	Type West Online
Backup Teaching Assistant	January 2025-Present

Supporting instructors in an intensive, year-long type design program, helping students integrate historical research within a disciplined sketching practice. Sharing [my experience](#) in digitally reviving metal typefaces, reconstructing designs from archival printed specimens. Guidng students in designing [original typefaces](#), exploring rhythm, contrast, and proportion, and developing full font families with multiple masters, italics, contextual alternates, and OpenType features. Supporting students from a variety of backgrounds and time zones in a calm and inclusive manner. Collaborating effectively with instructors and staff while taking initiative to work independently, applying strong organisational and IT skills to ensure smooth classroom operations and a productive learning environment

The Guardian	London
Graphic Design Internship	May-September 2008

Contributing to a range of visual content, including layouts and promotional materials that adhered to The Guardian’s distinct visual identity. Assisting in the development of masthead layouts, supporting with typesetting features for The Guardian Weekend, where precision, typographic sensitivity, and an understanding of editorial tone were essential. Gained valuable insight into fast-paced newsroom production. (Supervisor: Roger Browning).

Training:

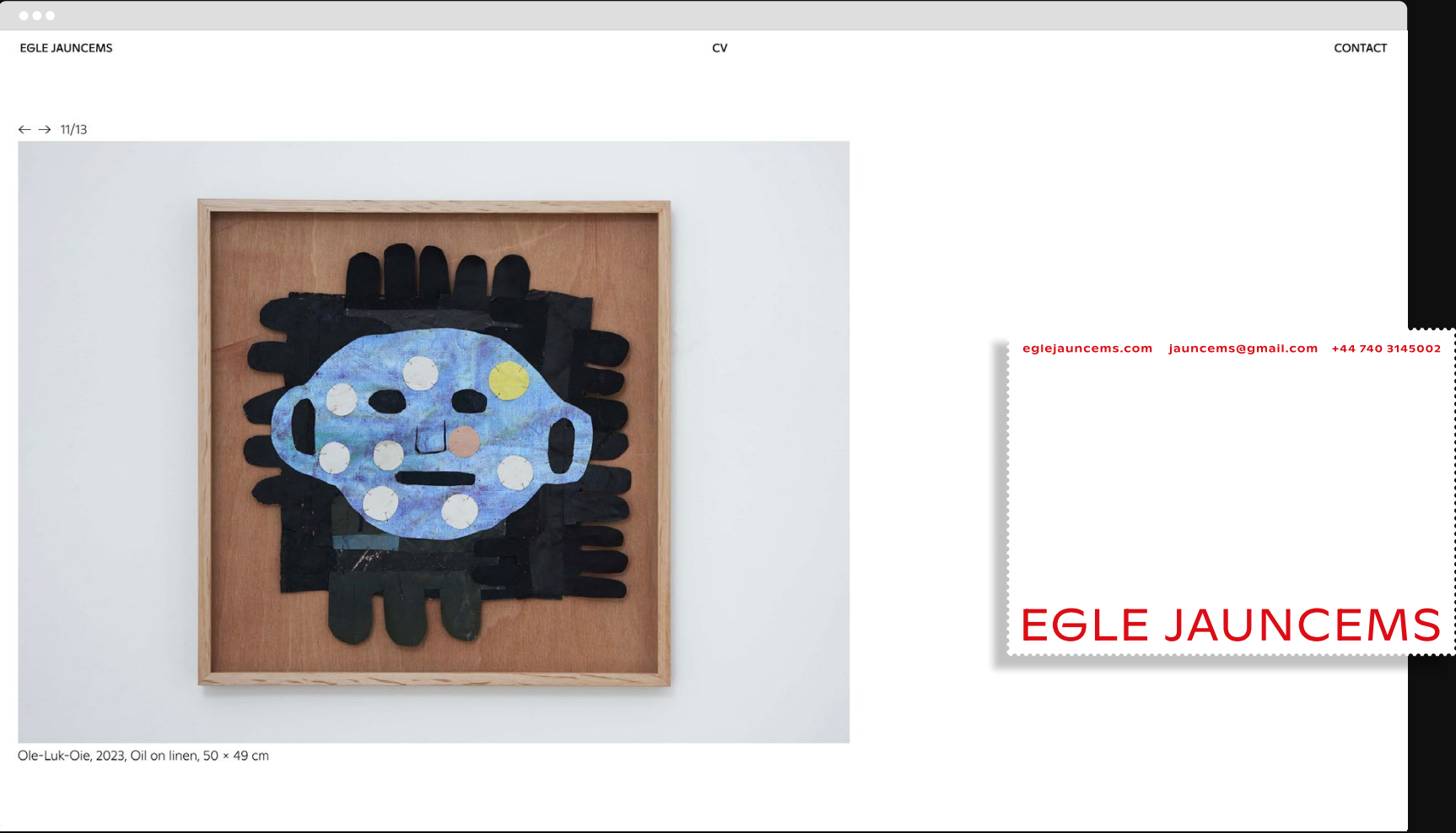
Type Paris Workshop	2025
Pixel & Geometric Sans with Glyphs	
Ewan Clayton's Workshop	2024
Gothic Fragments: Proto-Rotunda	
Typography Summer School	2024
GREP, Type Revival, Creative Typesetting	
Letterform Archive	2024
Pixel to pencil: Lettering	
Chelsea College of Arts	2023
Digital Typographic Design	

Residencies, Talks & Showcases:

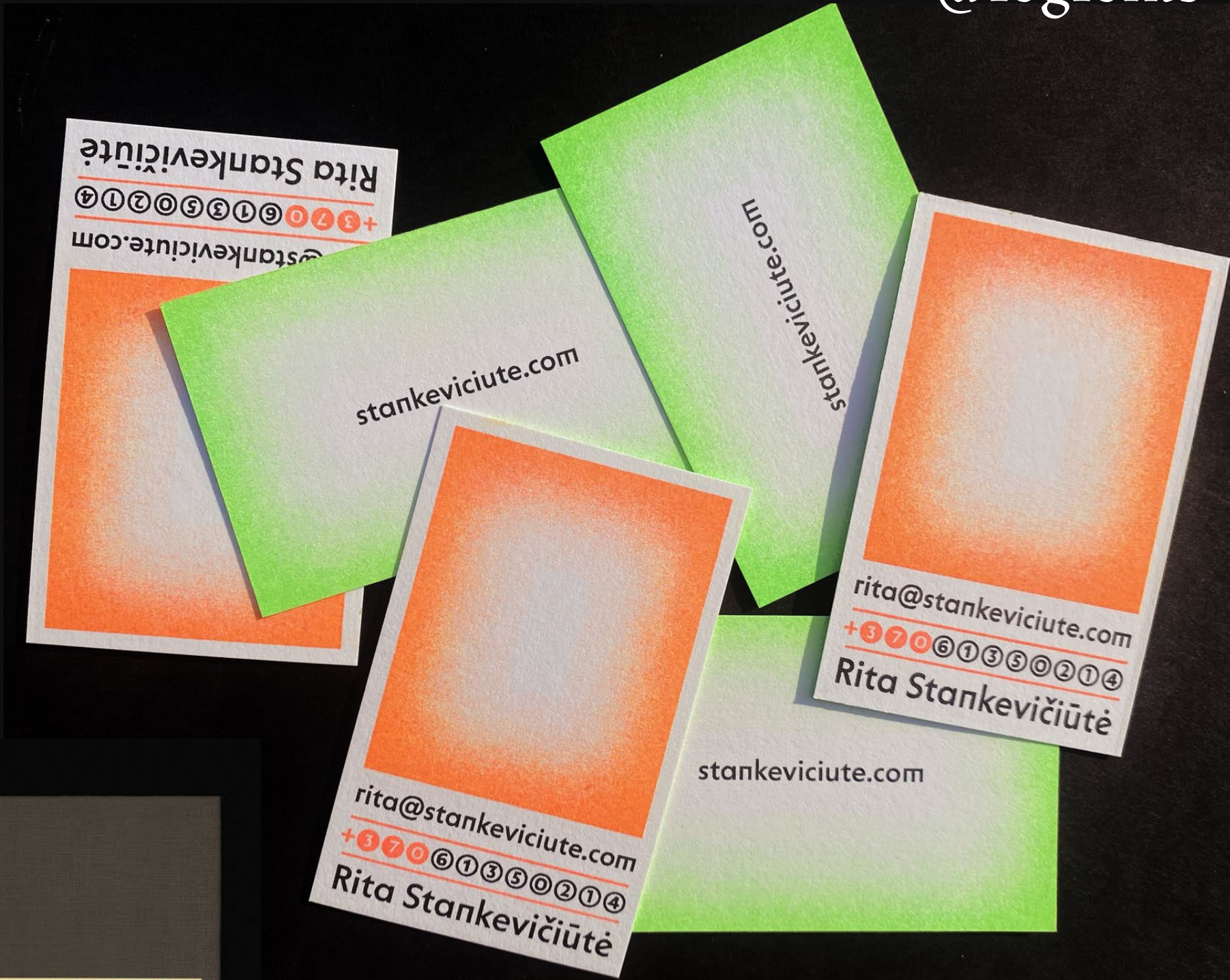
Type & Faces, Acrylicize, London	2025
Grumio Typeface	
Letterform Archive, TypeWest Online	2024
Klenkens Typeface Type Revival	
Kintai Arts Residence, Lithuania	2024
Foraged Letterforms	
Castello Sforzesco, Milan	2013
Ultrabody: 208 Works Between Art and Design	
International Design Festival, Berlin	2010
Situated Drawing Tools	



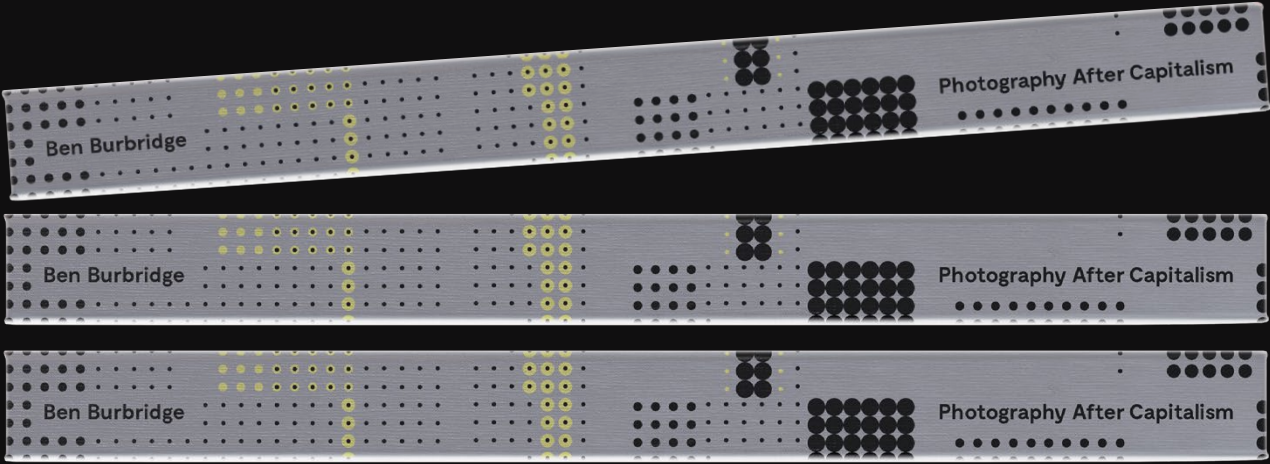
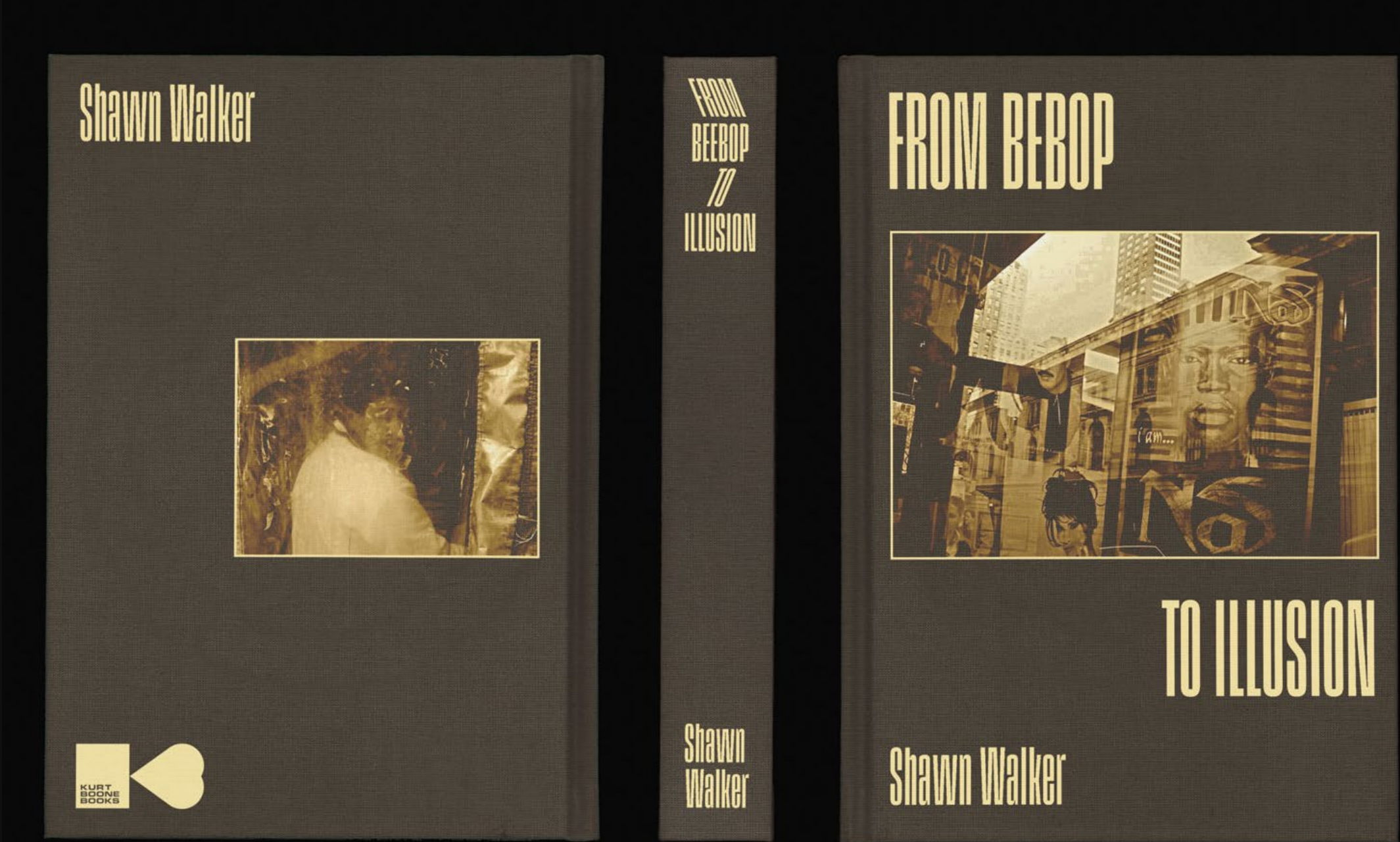
Brand Identity ★ Showcase



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Book Design ★ Showcase