

Outstanding motivational leadership and entrepreneurial drive, combined with acute business insight and creative talent leveraged to produce quality projects across a broad spectrum of platforms.

Proven success and adaptability to contribute to the growth and expansion of an organisation. Possess exceptional communication and interpersonal skills that optimise the efficacy of collaborative relationships and drive an organisation forward in a positive direction towards the attainments of set goals. Proficient across design, business and technology disciplines; balance enthusiasm, a passion for learning and creativity with meticulous attention to detail alongside willingness to incorporate an alternative viewpoint to find a way forward.

Areas of Emphasis

- eCommerce
- Website Design
- Branding & Identity Design
- Social Media Campaigns
- Product & Packaging Design
- User Research
- User Experience Design
- Business Management
- Marketing Strategies
- Operational Fulfilment
- Store Analytics
- Product Information Packages
- Copywriting & Editing

Professional Experience

FORM Agency – London, UK

Founder & Managing Director, 4/2014 to 8/2017

Creative Agency formed to work with Social Media Influencers to make their ideas a reality, increase their influence and connect them with their fans around the globe. Conceptualised and implemented numerous online commerce stores and unique marketing strategies working with well known content creators.

Compose exceptional promotional content spanning all digital and print platforms, and provide integral support to business growth by building a dynamic network of contractors and third party suppliers. Established and maintained truly high standards of client communication; successfully incorporated a variety of third party technologies across all stores. Composed insightful quarterly sales reports in order to guide future decisions and presented the findings of these reports to clients and major stakeholders.

Selected Achievements:

- Grew total revenue to over £1 million while consistently achieving business growth of 100% year on year through the use of a unique service offering & innovative branding strategies.
- Designed, launched and managed numerous eCommerce stores supported by a scalable and robust fulfilment, customer service and reporting network.
- Launched a fully customised client dashboard to report sales and stock figures to clients.
- Design and construction of patented 'Pop-Up Shop' for use at live events.
- Utilised online advertising methods in order to increase brand exposure; reaching 800,000 unique website visitors, and grew social media following to over 300,000.

DiscountIF – London, UK

Product Designer, 7/2013 to 1/2015

Designed and initiated User Research in order to draw attention to interaction design outputs that informed all concepts, prototypes, strategies, and future product developments.

Analysed crucial findings based on user research and the developments of prototypes in order to formulate effective business strategies. Successfully operated within challenging fiscal and time constraints to ensure the success of product launches and development updates.

Selected Achievements:

- Initiated and implemented the design of the groundbreaking ‘Cashback Calculator’ User Interface as well as responsible for all other digital touch points across the business.
- Instrumental in generating £800,000 in Investment Capital and achieving an EU-funded grant of £20,000; including the finals of Virgin Media’s New Business Completion.
- Solely responsible for the conceptualisation and implementation of company branding, and ensured these were adhered to by key stakeholders.

OnelsMore Creative Agency – London, UK

Junior Designer, 6/2011 to 7/2012

Established and nurtured successful working relationships with both the private and military sectors through the supervision of the production of a range of branding projects and print publications.

Successfully designed and developed client proposals and a wide variety of presentations for the public relations teams; consistently worked closely with printers and thus maintained superb standards of production, delivery, and installation.

Selected Achievements:

- Effectively collaborated with Public Relations department in order to ensure the success of numerous marketing campaigns.
- Enhanced relationships with clients through consistently exceeding expectations.

Educational Background

Bachelor of Science (Honours) in Product Design & Technology, 2013

Loughborough University, Leicestershire, UK

Google Analytics & AdWords Certified

Technical Proficiency

Tools: Adobe Photoshop; Adobe InDesign; Adobe Illustrator; Adobe After Effects; Sketch App; InVision; HTML; CSS; JavaScript, Microsoft Suite.