



Paul Lawrence

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PROFILE

Welcome...

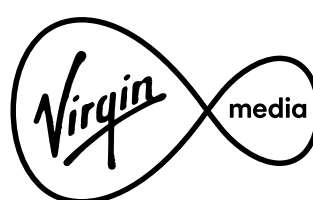
With a rich and agile career, I bring a wealth of knowledge and a deep understanding of both the **creative** process, **strategic** thinking, and **ideas** across Brand and Digital. A problem solver, helping businesses evaluate and elevate, realising their potential to be strong in the pursuit for success.

As a design and Art Director, I contribute to high-level decision making, driving design initiatives and narratives that not only enhance a brand, but also foster a culture of creativity, mentoring an individual's creative passions within a studio team. The way we all contribute, communicate, and collaborate, throughout a business is key for company-wide consistency. I very much enjoy working as a team to help us all flourish, which goes towards moving the needle and creating that collective pursuit of success.

To Create. It begins with a seed, a flicker of an idea or a passing thought. I'm always observing, looking around me to light that spark. **Discover.** The thrill lies in exploring the idea, testing its shape, and seeing where it leads. Curiosity fuels the journey. **Innovate.** With today's powerful tools, especially the rise of AI, we have unprecedented potential to push boundaries, to evolve, to break new ground. Never static. Always moving forward.

I have helped various Creative teams perform and grow client or agency side having freelanced and consulted with, **Virgin Media, Nvidia and Mercedes-Benz, Playstation, Forever Living, Volvo, Maserati** and **TAG** and more recently, **mentoring a UK Meteorological Office.**

Thank you very much for your time.





CV

// OPTIX SOLUTIONS / PRESENT-2020

**CURRENT ROLE: DESIGN, CREATIVE,
ART DIRECTOR & TEAM MENTOR**

CORE RESPONSIBILITIES & ACHIEVEMENTS:

VISION & STRATEGY

Design strategy: Translate company goals into design strategies that guide a creative product and its development offerings, brand, team and client end-to-end user experience.

Define the design vision: Establish and communicate a clear design direction in brand that also aligns with a clients overall mission, the why and business goals, increasing reputation and revenue year on year.

LEADERSHIP & TEAM MANAGEMENT

Build & lead design teams: Hire, mentor, and develop designers across disciplines (e.g., brand, UX/UI, & campaigns).

Team structure & growth: Define team structures, career paths, and performance standards to scale design capabilities.

Promote a design culture: Foster a collaborative, user-centered, and innovation-driven design culture.

QUALITY & EXECUTION

Maintain design excellence: Ensure high-quality design output across all touch points, reviewing consistency and attention to detail. Where possible, proactively going above and beyond.

Implement design systems: Oversee client design systems, brand guidelines, and UX/UI standards to create coherence, efficiency and success.

Review work: Provide creative direction and mentoring on major projects, helping the creative teams quality of output and individual progression.

SUMMARY

As a design and Art Director, I played a strategic and leadership role within the company, reporting to the Board, creating a visual message consistently across all business areas. Growth, Creative and Marketing. Building from the ground up a Creative team overseeing all design functions. This was across products, services, and our brand experiences.

A team mentor and collaborator, and quality gatekeeper who ensures that design contributes meaningfully to business success and customer satisfaction.

SUCCESS

A contributing factor in doubling the businesses turnover from 2020 to 2024, with part of that contribution from building a Creative team from the ground up, a 100% increase, pinpointing the right hires and informing/winning the right type of projects.

CORE COMPETENCIES

- Brand Strategy & Architecture
- Brand & Digital Design Lead
- UX/UI & Digital Design
- Digital Brand Campaign Ideation
- Design Systems & Guidelines
- Creative Team Building & Mentoring
- Art direction, designer, photography, animation, copywriting & developers
- Building Project Teams
- Hiring & Team Development
- Stakeholder Engagement
- Think Product, Development & Innovation
- Full Agency & Client Side Experience

TOOLS

- Adobe Creative Cloud, iD, Ai, Ps, Ac
- Ai, ChatGPT, Adobe Firefly, Midjourney, NewArc, Sora
- Figma, XD & Sketch
- Microsoft Office 365 suite, PowerPoint, Word, Excel
- Miro
- Slack
- Teams
- Accelo, Workfront & Trello
- Google G Suite
- Absence (Holiday time allowance)

AWARDS

DMA Gold Award

Best Email Marketing, Virgin Media

DMA Bronze Award

iPhone Social Campaign, Virgin Media

Minale Tattersfield Award

Beer branding aimed at female market



CV

// CAREER SUMMARY

PERMANENT ROLES

| | |
|--|--------------|
| Optix Solutions: Design & Art Director | PRESENT/2020 |
| Rapp London, Mercedes-Benz: Lead Brand, Digital UX/UI Designer | 2017/2016 |
| Rapp London, Virgin Media: Brand Ambassador for Mobile | 2015/2012 |
| The Loop Design: Founder | 2003/2012 |
| Berryman Ball Ltd: Middleweight & Senior Designer | 2003/1998 |
| C&FD: Junior & Middleweight Designer | 1995/1997 |

FREELANCE ROLES

| | |
|---|------|
| TAGww: Senior Brand, Digital & UX/UI Designer | 2020 |
| Sony Playstation: Senior UI Designer | 2020 |
| Bray Leino: Senior UI Designer | 2020 |
| Volvo & Maserati: Lead in Brand, Digital & UI Design | 2019 |
| OYO Rooms: Senior Brand, Digital & UI Designer | 2019 |
| Nvidia: Senior Brand Digital & UX/UI Designer | 2019 |
| Forever Living: Lead Brand, Digital UX/UI Designer | 2018 |
| Nvidia: Senior Brand Digital & UX/UI Designer | 2017 |

WORK EXPERIENCE & COLLEGE

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|--|-----------|
| Michael Peters Design: Designer | 1995 |
| Minale Tattersfield: Designer | 1995 |
| Farnham Art College HND | 1995/1993 |
| Farnham Art College BTEC | 1993/1991 |

INTERESTS

Art
Golf
Cycling
Travel
Automotive

REFERENCES

On request

CONTACT

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