

**Jesse Webb**  
*Senior Designer, Art Director.*

• [ Based in London ] *hello@jessewebb.world*  
*jessewebb.world* [ +44 7572 580 021 ] •

---

## Profile

A dedicated and detail-oriented designer with senior level experience across both studio/agency environments and freelance projects. I bring a strong passion for culture and contemporary design trends, with a particular focus on branding and art direction. Skilled at developing creative concepts and carrying them through to final execution, I collaborate seamlessly with internal teams and external stakeholders to ensure cohesive and impactful outcomes.

My skill set is versatile, ranging from stylised, conceptual work to the creation of corporate materials and brand guidelines. I thrive in collaborative settings, believing that diverse perspectives lead to more innovative and effective solutions. Energetic and adaptable, I find motivation in fast paced, dynamic environments and am always willing to go the extra mile to achieve exceptional results.

---

## Skills

- Proficient using Figma and Adobe CC: Id, Ps, Ai, Ae, Pr
- Collaborating to develop concepts and art direction for campaigns, creating moodboards, visualising and more
- Working with CDs, set designers and photographers to prepare/deliver shoots - collaborating with producers
- Presentation development, design and delivery
- Creating toolkits - brand, campaign, GTM, social etc.
- Working with post-production teams to deliver assets
- File artworking and working with production teams
- Light understanding of web + interactive design: Figma, Webflow, HTML, CSS.

---

## Education

**University of West England**  
*Graphic Design BA [2017]*  
1st Class, with Honours

**International Society for Typographic Design**  
*Student Design Award [2017]*  
Awarded ISTD membership

**Weissensee KHB Berlin**  
*Visuelle Kommunikation [2016]*  
Erasmus study scheme in Berlin.

**Level 3 Extended Diploma**  
*Personal Training [2022]*

---

## Interests

Fitness, music, food, and cinema. Going to events, exhibitions, calisthenics, climbing, running or getting out into the outdoors.

---

## Experience

**The Midnight Club: *Graphic Designer* [Nov 22 – present]**  
Concepting, designing, and delivering campaigns, activations, brand identities, toolkits, and more for leading brands including adidas, Sky Sports, Arsenal FC, Jägermeister, World Rugby, and Chivas Regal. Collaborating closely with the strategy team, contributing to art direction, and working alongside production to bring ideas to life. Supporting the development and presentation of pitch decks to clients, mentoring junior designers, managing the studio's website CMS, and actively championing internal studio brands.

**The Midnight Club: *Freelance Designer* [Dec 21 – Oct 22]**

**KEKO London: *Freelance Designer* [Dec 2021]**  
Working on campaigns and graphics for global brands Moët, Bentley and others. Visuals, social media and e-mailers.

**BBH London: *Freelance Designer* [Oct – Nov 21]**  
Working on adcepts and motion graphics.

**Dixon Baxi: *Freelance Designer* [Aug – Sep 21]**  
Crafting a brand identity and a robust design system for an exciting global sports brand. Social media focussed. Helping lead small team.

**XYZ: *Freelance Designer* [Aug – Sep 21]**  
Working on pitches and campaigns.

**Gaffer / False 9: *Freelance Designer* [Jun 2021]**  
Designing content for online and social media.

**Sculptivate: *Freelance Designer* [Nov 20 – May 21]**  
Working on a range of pitches, campaigns and activations for high-fashion retail clients.

**GUERRILLA: *Graphic Designer* [Jul 19 – Jul 20]**  
Design for fashion, food and sports-retail clients including Timberland, THFC, Moose Knuckles, Toyota, MV Augusta.

**elrow UK: *Freelance Designer* [May 18 – Aug 19]**

**Grade Management: *Freelance Designer* [Jun 17 – Aug 19]**  
Creating branding, marketing collateral and content for the roster of artist and events at Grade including Seth Troxler, Eats Everything, Groove Armada and many more.

**Arnolfini: 'Now or Never' *Workshop Assistant* [Various, 2018]**  
Community focussed design workshops in schools.

**City ID: *Design Internship* [May 2018]**

**Extra Strong: *Freelance Designer* [Jul 2017 – Jan 2018]**

---