

Jacob James

Design Director

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[LinkedIn](#)



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Based in London

Summary

- Over ten years of design experience across property, technology, hospitality, automotive, and banking industries. Clients include World of Hyatt, Raffles, HSBC, Aston Martin, British Land, Canary Wharf Group, Aldar and many more.
- Strong expertise in brand design, strategy, print, and digital, with a passion for photography and art direction. Technically proficient in InDesign, Illustrator, Photoshop, After Effects, Figma and Adobe XD, Premiere Pro, Midjourney, Mailchimp, Pardot, Mapbox, WordPress, Squarespace, Webflow, and more.
- Leading AI R&D for Sectorlight AI Studios across imagery, film, voice, music and copy frameworks, using Higgsfield, Nano Banana Pro, GPT Image 2.5, Kling, Seedance, ChatGPT, Claude, Artlist and Suno alongside AI-assisted creative coding, HTML/CSS, app prototyping and workflow automation, testing emerging technologies.

Experience

Sectorlight

- o Design Director
April 2024 - Present
- o Senior Designer
May 2023 - April 2024

- Worked internationally on major projects across London, Dubai and the wider MENA region.
- Managed and mentored junior, midweight and senior designers through regular 1:1s, maintaining creative quality and consistency.
- Led creative direction for global photography and film campaigns, managing models, creators and influencers from pre-production through to on-set execution.
- Directed the Andaz "Ruffle Some Feathers" campaign, generating 3.9M+ impressions, reaching 1.2M+ people and delivering 16K+ link clicks.

Studio 185 *(The Avenue Group)*

- o Mid-weight Designer
March 2021 - May 2023
- o Junior Designer
January 2020 - March 2021

- Led project management, team coordination, and client liaison from pitch to launch.
- Developed strategic branding, brochures, and websites for high-profile clients including JLL, Savills, British Land, CBRE, Knight Frank and more.
- Introduced AR/VR capabilities, led the studio's migration to Squarespace and restructured filing systems to streamline production and expand its digital offering.
- Played a key role in Studio 185's business development and early brand design.

Stepladder *(The Avenue Group)*

- o Junior Designer
October 2018 - January 2020

- Worked closely with junior and senior members of the team to manage timelines and ensure quality results.
- Delivered a variety of branding, brochure design, brand strategy, brand guidelines, animation and motion design.

J. Walter Thompson (JWT)

- o Junior Designer
May 2018 - October 2018

- Worked with international teams and clients, liaising with brands like Aston Martin, HSBC, and Nescafé.
- Assisted on pitches and presentations, developing strong copywriting skills.
- Gained a deep understanding of large-scale agency operations and workflows.

Education & Awards

BA (Hons) Graphic Design, 1:1
Arts University Bournemouth
September 2015 - June 2018

Art & Design Foundation, Distinction
Ravensbourne University
September 2014 - July 2015

Awards
Shortlisted: Adobe, Shine, Templo
Winner: International Property Awards, 25/26