
PROFILE

Clinton Duke is a passionate multi-disciplinary Design Director based in London. Over 20 years success creating brands and experiences, leading projects, bringing ideas to life and producing inspiring work globally for world-class clients both large and small such as PayPal, Fedex, HP, Uniqlo, Samsung, Chevrolet and Swarovski. He is highly versatile, hands-on and has proven experience from concept to implementation and activation across a variety of market sectors in brand design, advertising, direct marketing and digital. He strives to translate strategy into expression, blending trend, technology and craft with passion and understanding to create design as effective as it is inspiring—working across multiple brand channels to deliver solutions that are relevant, ambitious, beautiful and memorable.

EXPERIENCE

Disciplines

- Design and Art Direction
- Branding and Identity
- Advertising
- Direct Mail
- Corporate Communications
- Retail and Signage
- Packaging
- Digital
- Illustration

Market Sectors

- B2B
- Telecoms and Technology
- Automotive
- Healthcare
- Logistics
- Energy
- Entertainment
- Property and Resort Development
- Finance

Notable Brands

- American Express
- Bakcell
- BP Solar
- Chevrolet
- FedEx
- Fujitsu
- Heathrow Express
- HP
- Initial/Rentokil
- Intrawest
- Nintendo Canada
- Nokia Siemens Networks
- Nuffield Health
- Oracle
- P&O Cruises
- Samsung
- Shell
- Standard Chartered Private Bank
- Sun Microsystems
- T-Mobile
- Visa

EMPLOYMENT HISTORY

Isoline Communications | Head of Design | Dec 2025–current

Overseeing the design team and working with senior management on new business.

Freelance | Design and Art Direction | Feb 2023–Dec 2025

Leo Burnett, Stereo Creative, Iris, MetacortX, Candour&Courage + direct clients.

Freelance Design Director with Iris Worldwide | Nov 2020–Dec 2022

Lead design on PayPal and design support on Ripple, Rakuten, Hulu and Avalara.

Saatchi&Saatchi pro | Head of Design | June 2019–August 2020

Leading the design team on the agency's B2B accounts, primarily Oracle and Visa, and all new business pitches as well as Fiat and Expedia.

Founded | Head of Design | July 2014–May 2019

Overseeing the design team and creative lead on new pitches. P&O Cruises, Yazoo, Samsung, Sony, Swarovski, Uniqlo, Paypoint, HSS Hire, Basware, Ben Ross Golf

Freelance | Senior Design and Art Direction | July 2012–July 2014

RAPP, Stereo Creative, Founded, Reputation inc, UK Specialist Hospitals, Snoozebox, Virgin Media, BBC, National Express, Zip Car, SportsAid, Proofpoint, Invensys, OnApp, MediHome, Griffin

Gyro Itn'l, London + Geneva | Design Lead | Nov 2005–July 2012

Overseeing a team of designers and art workers in the London office of 2012's BMA Agency of the year. I was a key member on numerous Pitch wins including FedEx EMEA, HP, Standard Chartered Bank and a £4m win for Initial. Other key clients included Chevrolet, Shell, Nokia Siemens Networks, Sun microsystems, and T-Mobile.

PlaneStation Group plc, London | Head of Design | 2003–2005

In-house role leading the brand design unifying their European network of regional airports. Oversaw the creation of the branding to communicate the company's innovative vision of the future of air travel to partners, governments, investors and media. Collaborated with senior management, marketing and architects to deliver a cohesive experience across all communications.

Silent Communications, London | Lead Designer | 2001–2003

I was responsible for concept and design strategy, new business pitches, managing clients and key deliverables, overseeing producers to ensure quality and creative integrity and overall development of studio processes and methods.

Switch Interactive, Vancouver | Design Director | 2000–2001

Collaborated on company vision, design direction and building the studio team. Within our first six months, serial online comic brokensaints.com— our partnership with Brooke Burgess—won people's choice at FlashForward2002 in San Francisco. It then went on to win many awards including the Audience Award at the Sundance Film Festival 2003.

Fleming Design Group, Vancouver | Senior Designer | 1997–2000

Design lead on projects ranging from multi-component campaigns, identity, corporate collateral, sales promotion, property marketing and digital. Clients included Nintendo Canada, Intrawest, YWCA and Polygon Homes. Highly regarded for my creative contributions, drive for excellence and innovation.

PROFESSIONAL AND ACADEMIC QUALIFICATIONS

2012
3D3 Modo training
Cinema 4D coursework

2000/01
University of British Columbia,
Vancouver
Certificate in Internet Publishing:
Advanced HTML, CSS, Dreamweaver,
Introduction to Java/Javascript,
Project Management

2000
Vancouver Film School
Flash, Director

1991
Fraser Valley University, Vancouver
Graphic Design and Communications:
Graduated with honours, top of class

RECOGNITION

Digital Arts magazine, Dec 2011
Contributor on "Hitting The Mark"

Lotus Award
Best Corporate Web Site,
Fleming Design Group

Silver Georgie Award
Best Real Estate Marketing Brochure,
Piermont on Lonsdale

Monadnock Paper
Award of Excellence
Impact Creative corporate identity

Mohawk Paper Merit Award
Apex Communications
Presentation folder

SKILLS

Creative

- Strong understanding of typography, composition, colour and image making
- Passion for clean, functional design with meticulous attention to detail
- Combine strategy with design and user experience to deliver cohesive creative solutions
- Turning complex ideas and content into meaningful experiences
- Seamless partnering with concept teams to bring ideas to life
- Planning and art direction of photoshoots on location and in studio
- Expert illustration skills in a diverse range of styles, both analogue and digital
- Photography and retouching
- Strong writing and communication skills
- Knowledge of emerging trends and cultural drivers
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Management

- Respected leadership of teams with diverse personalities in deadline-driven environments
- Mentoring junior team members through motivation, educating and leading by example
- Leading cross-functional team collaboration
- Utilizing resources to get the most out of everyone involved
- Ability to responsibly manage timing and budgets across multiple projects
- Building relationships with suppliers and clients

Technical

- Expert Photoshop and Illustrator
- InDesign and Acrobat
- Cinema4D, Modo, various 3D tools
- Sketchbook Pro, Painter
- Lightroom, CaptureOne
- Microsoft Office, Keynote, GoogleDocs
- HTML, CSS
- Retouching and visualisation
- Extensive knowledge of prepress and print production