

Adam Hutchinson

Senior Brand & Digital Designer at Signifly · ex-Unmind, TMPL, Checkout.com

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Strategic brand and digital design leader with 10+ years of experience shaping brands, elevating digital experiences, and driving business impact for high-growth companies. Known for blending strategic thinking with hands-on execution to build scalable design systems, lead brand transformations, and partner with executive, marketing, and product teams. Proven track record of delivering design that moves metrics and acts as a strategic lever for business.

Expertise · Brand Strategy · Creative Direction · Visual Identity · UX/UI · Motion · Design Systems · Strategic Storytelling · Cross-functional Collaboration · Stakeholder Management · Scalable Workflows · Workshop Facilitation

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Professional Experience

Senior Brand & Digital Designer — Signifly

Apr 2025 – Present

Digital Marketing & Innovation Agency

- Led strategic brand and digital initiatives across key client accounts, partnering with product strategists, UX, and marketing teams to define creative direction and deliver high-impact brand experiences.
- Drove creation and evolution of robust brand systems for clients in tech, e-commerce, and consumer industries—ensuring clarity, scalability, and consistent cross-channel execution.
- Introduced improved operational workflows across multidisciplinary teams, enhancing collaboration efficiency and elevating design quality standards.
- Supported strategic discovery phases by synthesizing insights, facilitating workshops, and shaping brand positioning.
- Mentored junior designers, giving creative direction and elevating output quality across branding and digital projects.

Senior Creative Designer — Unmind

2023 – Apr 2025

B2B · Mental Health · SaaS

- Led brand identity evolution and design system development for a global well-being platform, strengthening consistency and market credibility.
- Created high-impact global campaigns—including EAP repositioning and the HR 2030 Trends Report—contributing to surpassing a £10M influenced pipeline target.
- Partnered with marketing, content, and GTM teams to ensure brand storytelling aligned with commercial objectives.
- Drove optimization of internal workflows (including Figma operations) and democratized design through training initiatives, enabling teams to produce higher quality content.
- Oversaw redesign of unmind.com, improving user experience and supporting sales enablement.

Creative Director & Co-Founder — TMPL

2020 – 2024

DTC · Personal Care · Ecommerce

- Created the visual identity, packaging, e-commerce website, and social creative.
- Designed Shopify e-commerce journey, optimized for conversion rates and subscription uptake.
- Implemented user testing and UX enhancements to drive continuous improvements across digital touchpoints.
- Oversaw all visual content, creative production, and brand marketing initiatives.
- Raised early VC funding & appeared in GQ, Vogue, Wallpaper, BBC Dragons' Den.

Senior Brand Designer — Checkout.com

2020

B2B · Fintech

- Led major brand refresh, defining new brand identity and tone of voice alongside designers and copywriters.
- Facilitated cross-team rollout through guidelines, training, and asset systems.
- Enhanced marketing and digital campaign performance through strategic design improvements.

Brand Designer — Appear Here

2019 – 2020

B2B · Prop Tech

- Delivered high-performing marketing, social, and event campaigns that drove brand awareness and engagement.
- Oversaw production and ensured high-quality creative output across digital and offline touchpoints.

Design Lead — Pivo

2017 – 2019

Digital Products · DTC · Ecommerce

- Created brand identity and design system, establishing the internal product design and brand marketing function.
- Designed seamless digital experiences across mobile and desktop apps, from concept to build.

Earlier Roles

Senior Graphic Designer — Brand Creative LLC

2016 – 2017

Successfully rebranded a UAE retail giant across 19 countries and 230 stores.

Graphic Designer — HBA (Hirsch Bedner Associates)

2015 – 2016

Graphic Designer — Black Dog Publishing

2015

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Education

BA (Hons) Graphic Design — University of the Arts London

Foundation Diploma Art & Design — University of the Arts London

Technologies

Figma · After Effects · Photoshop · Illustrator · InDesign · ChatGPT · Notion · Jitter · Framer

Interests

Art · Design · Culture · Emerging Tech · Chess · Skateboarding · Travel · Food