

# gem fountain

## Creative. Strategy. For good.

I'm a creative leader and strategist. I work with purpose-driven organisations making memorable moments that matter, helping them to cut through the noise and inspire connection, advocacy and action.

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## Skills

- Creative strategy
- Brand & identity
- Creative direction
- Campaigns
- Copywriting
- Visual storytelling
- Art direction
- Leadership
- Workshops and hack days

## Education

### Enhanced illustration

2011 - Central Saint Martins

### BSc, Product Design

2004-2007 - University of Sussex

### BSL Level 1

In progress - Signature

## Experience

### Creative Director

**manifesto** - October 2021-September 2024

Headed up the creative studio and discipline. Developed manifesto's own visual identity. Clients include Breast Cancer Now, The British Deaf Association, Age UK, ZSL and Woodgreen. Part of the senior leadership team.

### Creative Lead

**TPXimpact** - April 2019-October 2021

Steering the creative direction and strategy for numerous website designs, campaigns and activations. Clients included British Red Cross, The Royal British Legion and Diabetes UK.

### Senior Digital Designer

**Manifesto** - April 2016-October 2021

UX/UI design and art direction. Clients included Alzheimer's Society, Unicef UK and Parkinson's UK.

### Director

**Gem Fountain Ltd** - April 2016-July 2020

Freelance UX/UI Designer and Illustrator.

### Midweight-Senior UX/Visual Designer

**Public Zone/Zone** - February 2011-February 2016

Worked across UX/UI design, art direction and campaign artwork. Clients included Macmillan Cancer Support, Greenpeace, the BBC, Tesco and Coca Cola.

### Concept Designer

CMC Markets - December 2007-February 2011.