

Creative leader with 8+ years shaping high-impact design across retail, fashion, and lifestyle brands. I’ve **pioneered systems** that reduce repetitive production tasks - *freeing up time for high-value creative work*. Combining **hands-on design expertise** with **innovation and leadership**, I elevate brand output while keeping **creativity at the core** and **future-proofing design** in an ever-evolving industry.

Design Manager

Ann Summers & Knickerbox | September 2019 - Present

- **Lead** a team of six delivering creative across e-commerce, CRM, marketing, paid media, packaging & POS.
- **Pioneer automation** within the creative team, introducing AI-driven workflows now being adopted company-wide.
- **Streamline** briefing and approval processes, reducing turnaround times and freeing time for higher-value creative.
- **Partner** with e-commerce, CRM & marketing teams to deliver cohesive multi-channel campaigns under tight deadlines.
- **Maintain** consistent brand identity and voice across all digital and print channels.
- **Mentor and develop** designers, raising creative standards and fostering a proactive, solutions-first culture.

Senior Digital Designer

Secret Sales | May 2017 - September 2019

- **Directed** creative execution across e-commerce, CRM, social and paid media.
- **Managed and mentored** a team of five, building skills and collaboration within a fast-paced retail environment.
- **Delivered** multiple campaigns simultaneously, consistently meeting tight deadlines.
- **Presented and pitched** concepts to senior stakeholders, securing alignment on creative strategy.
- **Elevated** brand output by applying *industry best practices* and adapting to evolving digital trends.

Education

BA (Hons) Fashion Design | 2009 – 2012
Birmingham City University 2:1

Software

- Adobe Creative Suite (XD, Photoshop, After Effects, Illustrator, InDesign)
- Microsoft 365 & Collaboration Platforms
- Automation & AI-Assisted Design Tools

Skills

Creative & Leadership

- Creative Direction & Campaign Execution
- Stakeholder Management & Team Mentorship
- Cross-Channel Brand Consistency

Innovation & Systems

- Workflow Automation & Process Optimisation
- AI-Assisted Design & Emerging Tools
- Design Systems & Scalable Templates