

Lee Bergman

HEAD OF DESIGN & CREATIVE

Strategic and hands-on creative leader with over 14 years of experience turning complex ideas into clear, compelling brand stories. I build B2B identities that don't just look good; they drive results. From leading high-performing design teams to shaping global brand systems, my work bridges storytelling, strategy, and sleek design. Proficient in Figma, Adobe Creative Suite, and generative AI tools, with a reputation for turning even PowerPoint into a design weapon. I lead with empathy, collaborate with intent, and thrive where creativity meets business impact.

Fully authorised to work in the UK without sponsorship.

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Work Experience

Fundamental Media, **Head of Design**

2023 - 2025

- Lead creative direction and brand execution across EMEA for a global B2B media agency specialising in financial services and investment clients.
- Developed sub-brands and visual identities, producing comprehensive brand guideline systems and scalable design templates.
- Designed sales and marketing collateral including pitch decks, product one-pagers, campaign reports, and case studies, ensuring visual consistency and commercial impact.
- Managed brand governance across multiple markets, adapting global brand systems to local nuances while maintaining alignment.
- Oversaw the design and production of digital campaign assets, social content, and web visuals using Adobe Creative Suite and Figma.
- Provided creative mentorship and guidance to freelance and junior designers, ensuring delivery of high-quality, on-brand output across channels.

Well Pharmacy, **Senior Digital Designer**

2022 - 2023

- Led and mentored a team of UI/UX designers to elevate the quality and consistency of digital outputs across Well's online pharmacy platform.
- Spearheaded the redesign of the eCommerce site, enhancing user experience and conversion through a strategic blend of UX research, wireframing, and interface design.
- Managed the full design lifecycle for the new website launch, working cross-functionally with marketing, product, and an offshore development team to ensure timely delivery and brand alignment.
- Acted as a design point-of-contact across departments, aligning creative work with business goals and patient-focused outcomes.

Studio Empatia, **Freelance Designer**

2021 - 2022

- Delivered end-to-end design solutions for a range of B2B clients including PR firms, Neobrokers, and tech startups from brand identity to campaign execution.
- Designed and maintained client websites, ensuring a seamless user experience and alignment with evolving brand strategies.
- Created pitch decks and investor presentations that clearly communicated business narratives, resulting in successful funding and stakeholder engagement.
- Partnered with a branding agency to develop and roll out a nationwide out-of-home (OOH) campaign, managing creative execution and asset delivery.

Education

Certificate in UX/UI Design

Interaction Design Foundation

Degree in Multimedia Design

Concept Interactive

Skills

Creative Leadership
Generative AI
Digital Design
Creative Direction
Project Management
Event Design & Management
Production Management
UX/UI Design
Creative Strategy
Social Media Management
Mentoring & Skillsharing

Apps & Tools

InDesign
Illustrator
Photoshop
Premier Pro
XD
Figma
PowerPoint
Google Slides
Monday.com

Work Experience continued...

HyperionDev, **Lead Designer**
2020 - 2021

- Collaborated cross-functionally with product, marketing, and external contractors to deliver high-impact creative that aligned with business objectives and campaign KPIs.
- Produced wireframes, layouts, and visual concepts for use across owned channels, ensuring consistency with brand guidelines and strategic messaging.
- Designed digital advertising assets optimised for performance, including banners, social content, and paid media creatives that supported monthly sales targets.

Rhino Africa, **Head of Design**
2018 - 2020

- Owned the creative direction and brand identity for Rhino Africa and its portfolio of luxury travel brands, ensuring visual consistency across global markets and media channels.
- Built and led a team of designers, fostering a high-performance culture through mentorship, clear feedback, and collaborative ways of working.
- Managed the execution of integrated campaigns across print, digital, and experiential channels, aligning with business goals and customer journeys.
- Partnered with internal stakeholders, including marketing, sales, and C-suite leadership, to translate strategic objectives into compelling creative outputs.
- Oversaw relationships with external agencies, printers, and production vendors, ensuring efficient delivery of campaign assets and brand materials.

Rhino Africa, **Senior Digital Designer**
2017 - 2018

- Played a key role in shaping the visual identity of Rhino Africa and its luxury subsidiaries, including Silvan Safari and Camissa House, ensuring alignment across digital, print, and environmental design.
- Mentored junior designers and interns, contributing to team growth and establishing a foundation for the creative department's long-term development.
- Maintained and evolved brand guidelines to support consistency as the business scaled into new markets and offerings.
- Supported the transition toward more agile creative operations, helping implement early systems for managing workflow, feedback loops, and approvals.

Bay Moon Communications, **Graphic Designer & Studio Manager**
2010 - 2017

- Led a small team of designers and front-end developers, overseeing creative execution across web, print, and digital media for a diverse portfolio of clients.
- Managed the delivery of high-impact campaigns, ensuring projects met client objectives, brand standards, and deadlines.
- Maintained strong relationships with clients and suppliers, acting as the main point of contact for creative output and production logistics.
- Oversaw resource planning, quality control, and process improvement to streamline creative workflows and reduce turnaround time.

Other Experience

Bergman Creative Coaching
Creative Career Coach
2023 - Present

- Provide 1:1 coaching and mentorship to mid-career creatives, freelancers, and design graduates, helping them gain clarity, confidence, and career direction.
- Specialise in neurodiversity-friendly coaching approaches that support personal growth, portfolio development, and navigating creative industry challenges.
- Facilitate sessions on creative resilience, positioning, and goal-setting, drawing from over a decade of real-world design and leadership experience.

Future Frontiers
Coaching
2023

Career coaching a high school student

Continuous Education
Lecturer
2016 - 2022

- Digital Marketing for Small Business
- Social Media for Small Business

Wynberg Rotaract
2008 - 2018

Club Member, President and Board of Directors

Rotaract & Rotary District 9350
2014 - 2019
Board of Directors and District Leadership

Uncle Paul's Christmas Parties
2012 - 2016

I project managed and organised the event, as well created all the marketing collateral for the event.