

Creative brand and digital lead with 15+ years' experience designing brand systems, digital and product experiences across technology and service-led businesses. Experienced in end-to-end delivery, systems thinking and partnering with leadership and marketing teams to build work that endures and scales.

## Skills

Brand Strategy & Brand Identity

Creative Direction & Art Direction

Product UX & UI Design

Design Systems

Client & Stakeholder Leadership

Scalable Creative & Operational Systems

AI-Assisted Creative Workflows

## Education

### St Mark's Anglican School

Secondary Education  
2000 – 2004

### Curtin University

Bachelor of Arts (Creative Advertising)  
2011 – 2014

## Tools

### Design

Figma  
Adobe InDesign  
Adobe Illustrator  
Webflow  
Mural

### Imagery & Motion

Adobe Photoshop  
Adobe After Effects  
Mid Journey  
Weavy  
Topaz

### Collaboration

Monday  
Notion  
Trello  
Zapier  
Make

## Experience

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### Founder & Creative Lead

Baker Creative  
Feb 2015 – Present  
Perth, Australia

Lead creative and digital delivery across brand, product, and digital projects, remaining hands-on while directing overall strategy, quality and outcomes.

- Led end-to-end delivery of brand systems, websites, and digital platforms across hospitality, architecture, technology, and professional services
- Designed and implemented scalable brand and UX systems to support long-term growth
- Partnered directly with founders, executives, and marketing leaders to define strategy and priorities
- Directed creative teams and collaborators, ensuring consistency and quality across outputs
- Designed internal tools and client portals to improve collaboration, visibility, and operational efficiency

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### Founder

TooEasy Labs  
Feb 2025 – Present  
Perth, Australia

Founded and built a product focused on helping Webflow designers build faster and more consistently.

- Designed and shipped a Webflow component library and JavaScript power-up tools
- Owned the full product lifecycle, including UX, UI, design systems, brand identity, website, onboarding, and documentation
- Designed product interfaces and supporting education content
- Led product positioning, marketing site design, and launch materials

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### Art Director

Red Rocket Creative  
Apr 2015 – Aug 2016  
Vancouver, Canada

Art directed brand and digital projects for mid-sized organisations.

- Led identity systems, websites, and brand-led digital platforms
- Managed and mentored junior to mid-level designers
- Set creative direction and maintained quality across deliverables
- Worked with clients including the University of British Columbia and Scotiabank globally

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**Digital Designer**

Design Experts  
Mar 2013 – Apr 2015  
Perth, Australia

- Designed UX and UI for websites and mobile applications
- Collaborated with developers to deliver functional, user-centered products efficiently

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**Web Designer**

PositionMEOOnline  
Apr 2011 - Mar 2013  
Perth, Australia

- Supported interface design, layout, and early UX considerations across client websites from concept to delivery