



If you have an idea and don't act on it,
you're imaginative not **creative**.

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I build creative teams, raise the bar for design and bring ideas to life across brands, digital experiences, motion and emerging technologies.

Over 20 years in the creative industry, I've led design teams across Publicis, WPP and independent agencies, built creative departments from the ground up and delivered work for brands including BMW, Vodafone, LVMH, GSK, HSBC and Coca-Cola.

My experience spans brand identity, digital, film, motion, interactive experiences and creative technology. I've worked across the entire process, from defining the creative direction to getting hands-on with the craft, while managing the teams, budgets and delivery needed to make ambitious ideas happen.

I believe great design needs more than individual talent. It needs a clear direction, high standards, a culture that gives people room to do their best work, and the right balance between creative ambition and commercial reality.

2021–Present DESIGN DIRECTOR PUBLICIS HEALTH UK

Leading design and creative development across Langland, Saatchi and Digitas, working across brand identity, campaigns, digital, motion and emerging creative technologies.

My role combines creative direction with the development of design capabilities across teams and agencies. I work to establish high standards, encourage collaboration across disciplines and help designers, creatives and developers produce work that is both distinctive and effective.

I'm also leading the team's exploration of generative AI, helping integrate new tools and workflows into the creative process to expand what we can make and how we make it.

Key areas of responsibility

- Creative direction and design quality across multiple agencies.
- Development of multidisciplinary design teams and creative capabilities.
- Cross-agency collaboration and the sharing of design standards.
- Exploration and adoption of emerging creative technologies.
- Connecting creative ambition with client and business objectives.

2014–2021 HEAD OF DIGITAL DESIGN & CREATIVE DIRECTOR GREY LONDON

Built Grey London's creative design studio from the ground up, developing the team and capabilities to deliver work across digital, film, interactive experiences and emerging technologies.

Led creative development from concept and art direction through to prototyping and execution, overseeing projects spanning interactive video, AR/VR, digital out-of-home, apps, games, websites and installations.

Worked with major brands including HSBC, Volvo, GSK, Braun, Gillette, Vodafone, Helly Hansen, Bose, McVitie's, WildAid and M&S.

Alongside creative leadership, managed pitches, budgets and delivery, balancing creative ambition with the commercial realities of running a successful studio.

2010–2014 DESIGN DIRECTOR DARE

Responsible for the quality of the agency's creative output across branding, broadcast and digital. Led creative direction from brief to delivery, bringing together design, storytelling, VFX and technology.

Developed talent through mentoring and constructive feedback, helping teams deliver strong work across disciplines.

Received the Irwin Award in 2013 for creative leadership and team spirit. Contributed to award-winning campaigns during a period of significant agency recognition.

2007–2010 DESIGN DIRECTOR GLUE LONDON

Led design development and production across a portfolio of clients including Virgin, Nokia, Bacardi, Toyota, Aviva and Sony.

Combined creative leadership with hands-on design development, while helping nurture the team and maintain the quality of the agency's output.

2005–2007 SENIOR ART DIR. PUBLICIS PARIS

Led art direction and creative problem-solving for clients including HP, Coca-Cola, Vodafone, Renault, Sagem, Thomson and Royal Bank of Scotland.

2003 / 2005 ART DIRECTOR NATIVE COMMUNICATIONS

Creative lead across branding, print, art direction and motion design for clients across telecommunications, luxury, financial services and leisure..

2001–2003 ART DIRECTOR BRAINSTORMING

Creative direction and execution for major accounts including AXA and BASF.

2000 / 2001 DIGITAL DESIGNER 9 POINTS LTD.

Responsible for concept development, visual direction and execution across major web projects for the European market.

2000 FREELANCE DESIGNER

1996 / 2000 MASTER'S IN GRAPHIC ARTS & COMMUNICATION ÉCOLE ÉMILE COHL, (FRANCE)

1996 FRENCH BACCALAURÉAT — SCIENTIFIC

