

Hello!

I'm a Design Director and Creative Director with over 28 years' experience helping organisations define, build and evolve their brands. I combine strategic thinking with hands-on design, turning complex challenges into clear ideas and distinctive visual identities.

Design has been part of my life from the very beginning. My father was among the early pioneers of graphic design and visual communication in the 1960s, and growing up surrounded by typography, layout and brand thinking instilled a lifelong appreciation for the power of design to communicate, influence and create lasting value.

I work closely with strategists and creative teams to shape the direction, develop the work and carry it through to implementation. I enjoy bringing together people with different strengths, mentoring designers and giving teams the direction and confidence to do their best work, while staying closely involved in the detail.

Agency experience

Manasian&Co | Design Director
May 2023 - Present

Design direction and brand implementation across projects including Aperam, Sheffield Inspires and The Dames Commander Society, spanning visual identity development, logo design and brand applications.

The Team Design | Design Director
Apr 2022 - Apr 2023

Led the design team across employee engagement identities and brand guidelines for bp.

Interbrand | Design Director, freelance
Jul 2021 - May 2022

Led the design team creating the visual identity for LEGO Discovery Centre, guiding creative development and the design of the identity.

Landor | Design Director
Feb 2020 - Apr 2022

Developed BAT's corporate brand identity, supporting its ambition to evolve towards a business centred on research and development. Partnered with strategists to translate that ambition into design concepts and led designers across multiple projects.

Early agency

Identity Design
9 years

Merchant Cantos
2 years

Kino Design
2 years

Corporate Edge
2 years

Greentarget
2 years

JKR
1 year 6 months

Design Bridge
1 year 6 months

ITV
1 year

Path
6 months

Brand Union
5 months

Bulletproof
4 months

Totality
4 months

Futurebrand
3 months

The Guild
2 months

Addison
2 months

Education

- GCSEs and A levels at Latymer Upper School
- Foundation at Chelsea School of Art
- BA hons at Swindon College/ Cranfield University. Graduated in 1998.

Personal interests and skills

- I am a keen cyclist and a committee member of my local club.
- Classic designers from the 50s to 80s. Abstract impressionism.
- First aider