



DESIGN DIRECTION

Design Director with 20 years' experience defining, evolving, and refreshing brands through digital products and platforms. Recognised for shaping brand expression from within digital – from founding new brands and leading major relaunches, to translating architecture and physical environments into coherent digital experiences. Combines strong visual judgement with product and systems thinking to guide decisions across complex, global organisations.

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EXPERIENCE

HX EXPEDITIONS

PRINCIPAL DESIGNER

APR 23 – CURRENT

Defining and evolving the HX brand from within digital, shaping how the brand is expressed and experienced across a complex, multi-surface product ecosystem.

Lead the translation of a full company rebrand into live digital products, establishing the core visual language, experience principles, and system foundations across travelhx.com (12 regional markets), onboard applications, and digital screens.

Acting as a brand authority within the business, ensuring digital products set the standard for brand expression, with digital patterns and artefacts informing the wider physical and onboard brand experience, including the considered use of AI to enhance discovery, storytelling, and long-term guest trust.

NOË & ASSOCIATES

DESIGN DIRECTOR

OCT 24 – CURRENT

Lead product and experience design for immersive platforms used to explore, navigate, and manage complex physical spaces across luxury hospitality, large-scale residential developments, and tourism and entertainment megaprojects, including both customer-facing experiences and backend content management platforms.

MAJID AL FUTTAIM

DESIGN DIRECTOR • [VIEW PROJECT](#)

SEP 20 – JAN 23

Defined a new residential brand for Majid Al Futtaim from the ground up, with digital products acting as the primary vehicle for brand expression and experience.

Established the visual language and system foundations across web, in-store kiosks, and native applications, leading delivery across 13 countries in the MENA region.

AKQA

DESIGN LEAD

SEP 19 – APR 20

Shaped the future product experience and system foundations of Visa's Open Banking offering at global scale, operating within complex regulatory, security, and delivery constraints. Defined core interaction patterns and principles across markets, acting as a senior design voice within a large, multi-disciplinary programme to ensure clarity, consistency, and usability across a highly technical financial product.

PREMIER INN

PRODUCT DESIGN LEAD

JUL 19 – SEP 19

Worked across Premier Inn's digital platforms to improve core guest experiences and establish foundations for future product growth.

Established the development of Premier Inn's first design system, balancing rapid delivery with longer-term system thinking to ensure improvements scaled cleanly across teams and platforms.

R/GA

DESIGN DIRECTOR

MAY 18 – JUL 18

Led the refresh of Turkcell's digital brand experience as part of a major relaunch, redefining brand expression across Turkcell.com and associated digital products in nine international markets.

Balanced brand consistency with local market and technical constraints, working closely with teams across London and Turkey.

ALLOFUS

DESIGN DIRECTOR • [VIEW PROJECT](#)

FEB 18 – APR 18

Defined the digital brand expression for the National Museum of Qatar by translating the geometric language of Jean Nouvel's architecture into interaction, motion, and visual behaviour across immersive screens.

Established experience frameworks and interaction guidelines to ensure the brand expression remained consistent and durable across a long-lived public environment welcoming 500,000+ visitors annually.

FJORD

DESIGN LEAD • [VIEW PROJECT](#)

AUG 17 – JAN 18

Defined the product experience direction for a standalone Spending app, later integrated into NatWest's core mobile product and used by 5.5 million customers at launch, with 4 million continuing regular use. The success of the work informed the launch of NatWest's challenger bank, Mettle.

PUBLICIS.SAPIENT

DESIGN MANAGER • [VIEW AXE](#) • [VIEW THE TIMES](#)

DEC 15 – DEC 16

Directed product and experience design for the global relaunch of Axe.com across 15 countries and 25 languages, supporting significant growth following launch. The relaunch later received Clio & Mobius Awards.

Oversaw the consolidation of The Times and The Sunday Times iOS apps into a single product, establishing a more stable and scalable foundation for digital subscriptions; the app later received a Lovie Award.

SAPIENT, RAPP, RED BOX, FOLK

SENIOR DESIGN • [VIEW MCLAREN](#)

DEC 06 – DEC 15

Early career work focused on the design and delivery of digital products for globally recognised brands including McLaren Automotive, Barclays, Dyson, and Skype, building a strong foundation in interaction design, visual quality, and product craft.

RAPPING PAPER LTD.

FOUNDER • [VIEW PROJECT](#)

DEC 06 – DEC 11

Founded and launched an independent consumer brand rooted in music and popular culture. Secured exclusive licensing partnerships with major music publishers, translating iconic tracks into physical products sold globally, including through Urban Outfitters.

The brand received international media coverage across BBC, The Times, Vogue and Boing Boing, demonstrating early commercial success and cultural resonance.

EDUCATION

ESCAPE STUDIOS

VFX COURSE IN AFTER EFFECTS & CINEMA 4D

APR 15 – JUN 15

BRUNEL UNIVERSITY

INDUSTRIAL DESIGN TECHNOLOGY • BA (HONS)

SEP 02 – JUN 06

SAN FRANCISCO STATE UNIVERSITY

ADVERTISING & BRAND DESIGN

SEP 04 – FEB 05

AWARDS

ZISHI ELITE APP

FOW INTERNATIONAL AWARDS • BEST NEW PRODUCT

2019

THE TIMES & THE SUNDAY TIMES

THE LOVIES BRONZE WINNER FOR MOBILE • NEWS & ENTERTAINMENT

[VIEW PROJECT](#)

2016

AXE.COM

CLIO AWARD • BEST RETAIL WEBSITE

MOBIUS AWARDS • OUTSTANDING CREATIVITY

[VIEW PROJECT](#)

2016

CLIENTS

AUTOMOTIVE

[MCLAREN AUTOMOTIVE](#)

VOLKSWAGON

CONSUMER & RETAIL

TURKCELL

EE

DYSON

PHILIPS

[RAPPING PAPER](#)

FINANCE

VISA

[NATWEST](#)

BARCLAYS

SAGA

FOOD & DRINK

FORTNUM & MASON

MOËT & CHANDON

KNOOR

HEALTH

JOHNSON & JOHNSON

PROCTAR & GAMBLE

NICORETTE

ROGAINE

LIFESTYLE

[AXE](#)

F&F

HUBLLOT

MEDIA

[THE TIMES & THE SUNDAY TIMES](#)

MUSEUMS

[NATIONAL MUSEUM OF QATAR](#)

PROPERTY & RESIDENTIAL

[MAJID AL FUTTAIM](#)

TRAVEL

HX EXPEDITIONS

EUROSTAR

PREMIER INN