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Hey! I'm Nick - a Lead Designer with fifteen years of expertise in crafting creative solutions for established brands and exciting start-ups. Skilled in a wide range of disciplines, I can deliver unique creative concepts, comprehensive campaigns, strong visual identities, and engaging brand experiences across digital, print, broadcast, and social media.

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#### **Cinch - Lead Creative**

*Dec 2021 - Current*

Drive the creative direction and execution of brand and sponsorship campaigns across TV, OOH and Digital. Shaped the brand's visual identity and guidelines, collaborating with internal teams, agencies, and partners to enhance brand awareness to all-time highs.



#### **Just Eat - Senior Designer**

*Mar 2019 - Dec 2021*

Delivered co-branded nationwide campaigns for OOH, digital, and social whilst mentoring junior members in the studio. Implemented a CRM design system and revamped the entire consumer journey, which boosted click-to-open rates and remains in use today.



#### **Starling Bank - Senior Brand Designer**

*Sep 2018 - Jan 2019*

Established the visual aesthetic of the rising start-up bank's marketing across out-of-home brand campaigns, digital advertising, event collateral and CRM templates.



#### **Amazon - Senior Visual Designer**

*Oct 2013 - Jan 2014 + Jul - Sep 2018*

Art directed the key campaign identity for the Bundesliga 2018/19 season launch on Prime Video in Germany. Including site takeovers, splash pages and video promotions.



#### **BBC Worldwide - Senior Digital Designer**

*Sep - Nov 2016 + Mar 2018*

Developed show branding, key art, and promotional videos for the BBC's commercial programming, engaging audiences across broadcast and video-on-demand platforms.



#### **Facebook - Senior Visual Designer**

*May 2017 - Jan 2018*

Responsible for creating marketing campaigns across Facebook's B2B strands in EMEA. Including landing pages, infographics, white papers, presentations and event collateral.



#### **Yahoo - Senior Creative Designer**

*Feb 2014 - Nov 2015 + Nov 2016 - Feb 2017*

Conceptualised and delivered campaigns for multiple Yahoo product launches and events in the EMEA region. Created the biggest social campaign Yahoo ever launched.



#### **University of Portsmouth - BA (Hons) Design for Interactive Media**

*Sep 2003 - Jun 2008*