

From concept to click, UX, production and the fun touchy-feely stuff in between,
I take a holistic view on design work that puts consumers at the centre of their experience.

Have a look at whatangiedoes.com

QUICK FACTS

10 YEARS

Digital experience

4 LANGUAGES SITE ABOUT SKETCH

English, Mandarin, Thai & French

and new ways of working here

STUDY & WORK

JUL 2017 - MAY 2020

HUGE

Associate Creative Director Clients: Warner Brothers Wizarding World, The Bicester Village Shopping Collection, Hugo Boss, Hublot

OCT 2010 - JUN 2017

SAPIENTNITRO

Associate Creative Director Clients: Knorr, Dove, Tesco F&F, Moët Hennessy, M&S, HSBC, BT, Vodafone, Coca Cola

DEC 2008 - OCT 2010

MARKETTIERS4DC

Art Director

Clients: Vodafone, Jaeger, Confused.com Harrods, Kellogg's, L'oreal, Prudential

AUG 2007 - NOV 2008

CUNNING LONDON

Creative / Art director
Clients: Agent Provocateur, ITV 1, Esprit,
TK Maxx, Westfield, ghd, Bethesda

JUN 2006 - AUG 2006

TBWA/LONDON

Freelance Creative Team
Clients: Pedigree, Galaxy, Transport for London



Prudential: Effectiveness award

D&AD NOMINATION

Featured work for Lonely Planet

AUG 2004 - JUL 2007

CENTRAL ST MARTINS

2:1 BA (HONS) Graphic Design & Advertising