

I'm a brand consultant and a psychotherapist. I work with brands and organisations (and the people inside them) to identify what and who they authentically are, then help to shape their behaviours accordingly, allowing them to communicate clearly and effectively.

I work flexibly; both large and small projects; sometimes alone, sometimes within an existing team; to coach, advise, generate ideas, define and articulate a positioning, write a creative brief. I can then creatively direct an in-house team or provide a team to execute creative projects.



**“We now have a consistent identity across everything that we do, all rooted in our positioning as a media brand that is at the heart of popular culture.”**

Rufus Radcliffe, ITV's group director of marketing and research



Curriculum Vitae

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As a child, I would obsessively ‘draw’ words, fascinated by the way meaning changed with form – magical stuff for an eight year old. Later, my mum would go on, *‘It isn’t just the words you use – it’s your tone, Tone.’* Much later, I followed up *that* communication lesson with a BA in Graphic Design. I was inspired by experimental film, so I started animating and directing title sequences, and then channel brands and commercials, before branching out to design, art direct, and copywrite in various other sectors. From the beginning I found that listening to and understanding clients was a strength, and as a result I always wanted to get the brief right before getting executional. Now, I help bring clarity to brands as well as bring communications to life. I also practice as a psychotherapist, the training for which proved a priceless asset when working with and understanding people (as well as appreciating my mum’s wisdom).

Chronology

Selected projects

2007 - 2014  
*Independent/Freelance*  
Creative Director  
Brand Consultant  
Writer

- ITV: network rebrand; strategy, positioning, design direction @*itvcreative*.
- BBC Music: sub brand design for all music-related comms @*Karmarama*.
- Team Sky: track kit & brand architecture @*Antidote*.
- Sony Professional: design and copywriting for Creatology @*Antidote*.
- Discovery Channel (Europe & EMEA): on & off air rebrand.
- Five: rebrand; strategy & design @*DixonBaxi*.
- BBC Global News: brand creation & direction @*LambieNairn*.
- Recharge Your Design Batteries: co-author @*Rotovision*.

2006 - 2007  
*Kemistry*  
Creative Director

- NPO (Dutch National Broadcaster): 360° rebrand.
- NRK Nyheter (Norwegian national news): brand creation.
- Nat Geo Wild: on screen brand creation.
- Zone Media: on air network rebrand.

2004 - 2006  
*Michaelides & Bednash*  
Creative Lead

- Channel4: strategy & name creation for film season.
- Unilever: Europe-wide brand activation.
- New Look: campaign & activation, art direction & copywriting.

1999 - 2004  
*Freelance*  
Designer & Director

- Publieke Omroep (Dutch National Broadcaster): rebrand @*Kemistry*.
- Colors Magazine: art direction.
- Playstation: art direction with Graham Fink @*thefinktank*.
- TV4: Swedish channel rebrand @*Kemistry*.
- Disney Channel UK: art direction & strategy for rebrand @*InRealLife*.

1997 - 1999  
*Brewers Productions*  
Designer & Director

- IC24: commercials director.
- VH1 UK: channel rebrand.
- The Times/Opel/Woolworths/Virgin: type & animation for TVC’s.

1995 - 1997  
*Gnu Design*  
Designer & Director

- Nickelodeon: title sequence for Tecknick.
- Discovery Channel: title sequence for Extreme Machines.
- The Future Lasts a Long Time: title sequence for short film.

1991 - 1994  
*Central Saint Martin’s*  
BA (Hons) Graphic Design

- Specialised in time-based work; audio-visual, books.
- Wrote & made experimental books for degree show.
- Took over the heart of the Long Acre building with Super-8 installation – it formed part of a dissertation on myth and interactive entertainment.