

## Rob Brailsford / Brand: Governance Guidelines Systems Design Strategy / August 2025

I help brands and organisations communicate better.

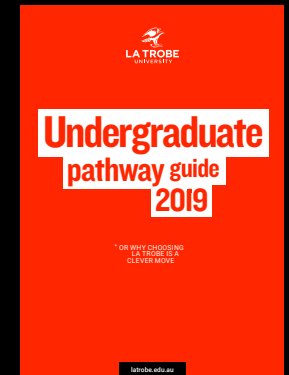
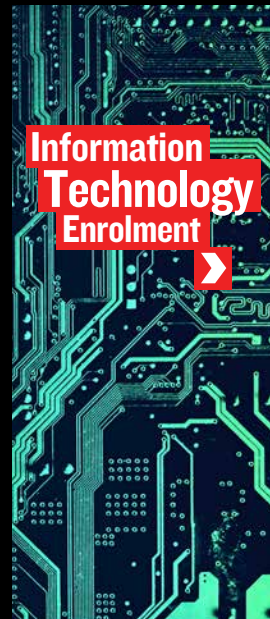
This is done by providing structures and hierarchies, design, guidelines and approvals. I can provide solutions at every stage that save hours in asset production and help maintain a brand's integrity.

Upholding creative standards and creating consistency throughout the process and beyond is my forte.

I can help create a brand or refresh it to provide new positioning. The projects I've managed or worked on are variously corporate, independent, global and local.

I've taught and mentored designers.  
I'm excellent with Illustrator and InDesign, and good with Photoshop and Sketch.  
I'm currently teaching myself Figma.  
I'm also a confident and articulate presenter.

Full Branding Projects including Brand Guidelines



## La Trobe University Melbourne

I was brought in to help steer the design, and to develop brand elements for La Trobe's rebrand project to create cohesion and engagement.

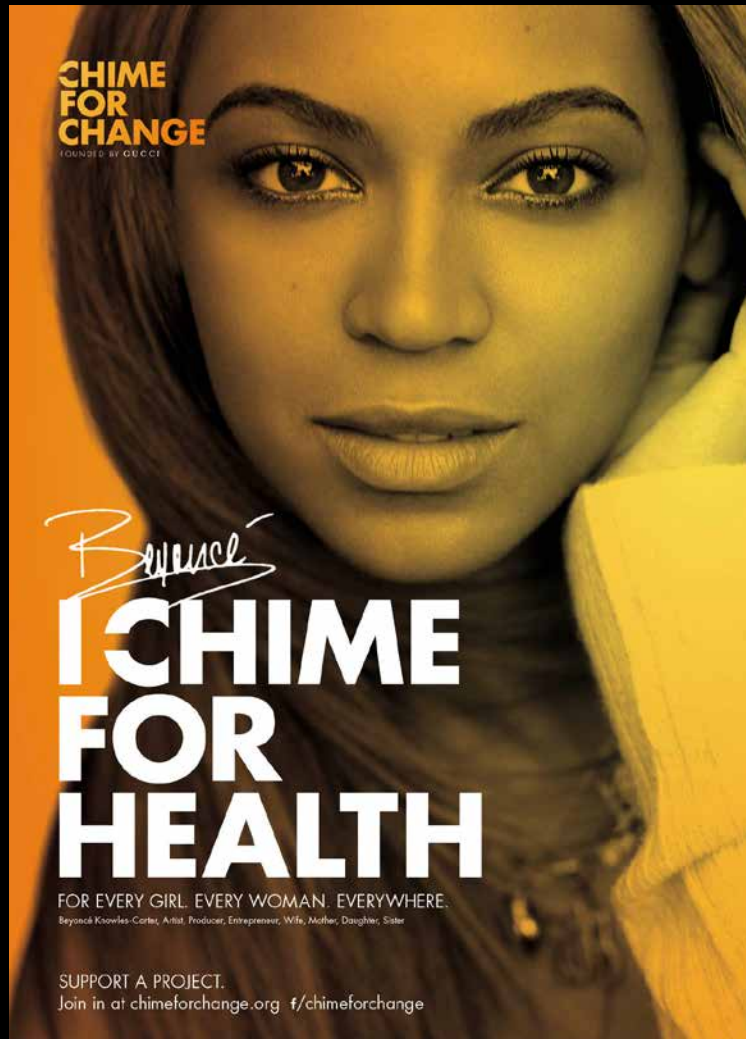
I worked on all aspects - visual, content and messaging - including logo usage, choosing colours and fonts, and developing flexible layouts.

Design direction  
Design  
Guidelines  
Typography  
Guardianship & approvals





**CHIME  
FOR  
CHANGE**  
FOUNDED BY GUCCI



**NON POSSIAMO  
ANDARE  
AVANTI  
SE META' DI NOI  
RIMANE INDIETRO**

ISTRUZIONE. SALUTE. GIUSTIZIA. PER OGNI RAGAZZA.  
PER OGNI DONNA. OVUNQUE.

SOSTIENI UN PROGETTO.  
Seguici su [chimeforchange.org](http://chimeforchange.org) f/chimeforchange

**CHIME  
FOR  
CHANGE**  
FOUNDED BY GUCCI



#### Gucci Chime For Change

This campaign, founded by Gucci, is designed to raise awareness and benefit women around the globe.

I worked on every aspect of the design across print, digital and experiential.

Client: Mother London

Design development  
Brand design  
Guidelines  
Guardianship & approvals  
Tone of voice



#### AMBASSADOR ADVERTS LANDSCAPE / DPS

##### Step 9 Name caption

The ambassador's name and description should go in the bottom left inside the clear space. Use Futura Book.

The copy should be about half of the size of the strapline, so if

EVERY GIRL... is 18pt  
Frida Giannini... is 9pt

You can round it off to the nearest 1/2pt.



#### FORMATS

1 : 1.2 RATIO	1 : 1.4 RATIO	1 : 1.6 RATIO	1 : 1.8 RATIO	1 : 2 RATIO	1 : 2.2 RATIO
Clearspace: Short side +10 Headline over: 4 lines Logo size: Width + 5 Strapline: 2 lines	Clearspace: Short side +10 Headline over: 4 lines Logo size: Width + 6 Strapline: 1 line	Clearspace: Short side +10 Headline over: 4 lines Logo size: Width + 8 Strapline: 1 line	Clearspace: Short side +8 Headline over: 3 lines Logo size: Width + 7 Strapline: 1 line	Clearspace: Short side +8 Headline over: 3 lines Logo size: Width + 7 Strapline: 1 line	Clearspace: Short side +8 Headline over: 3 lines Logo size: Width + 8 Strapline: 1 line
Example size: 210 x 175	Example size: 210 x 150	Example size: 210 x 130	Example size: 210 x 115	Example size: 210 x 175	Example size: 210 x 95

**Important note**  
The strapline on this format is longer than the headline, so it will appear through the bottom of the ad.  
2. Placing it within the clearspace.  
3. Placing it below the headline.  
4. Placing it below the headline.  
5. Placing it below the headline.

The build example begins on the following page.



The gradient used on an advert

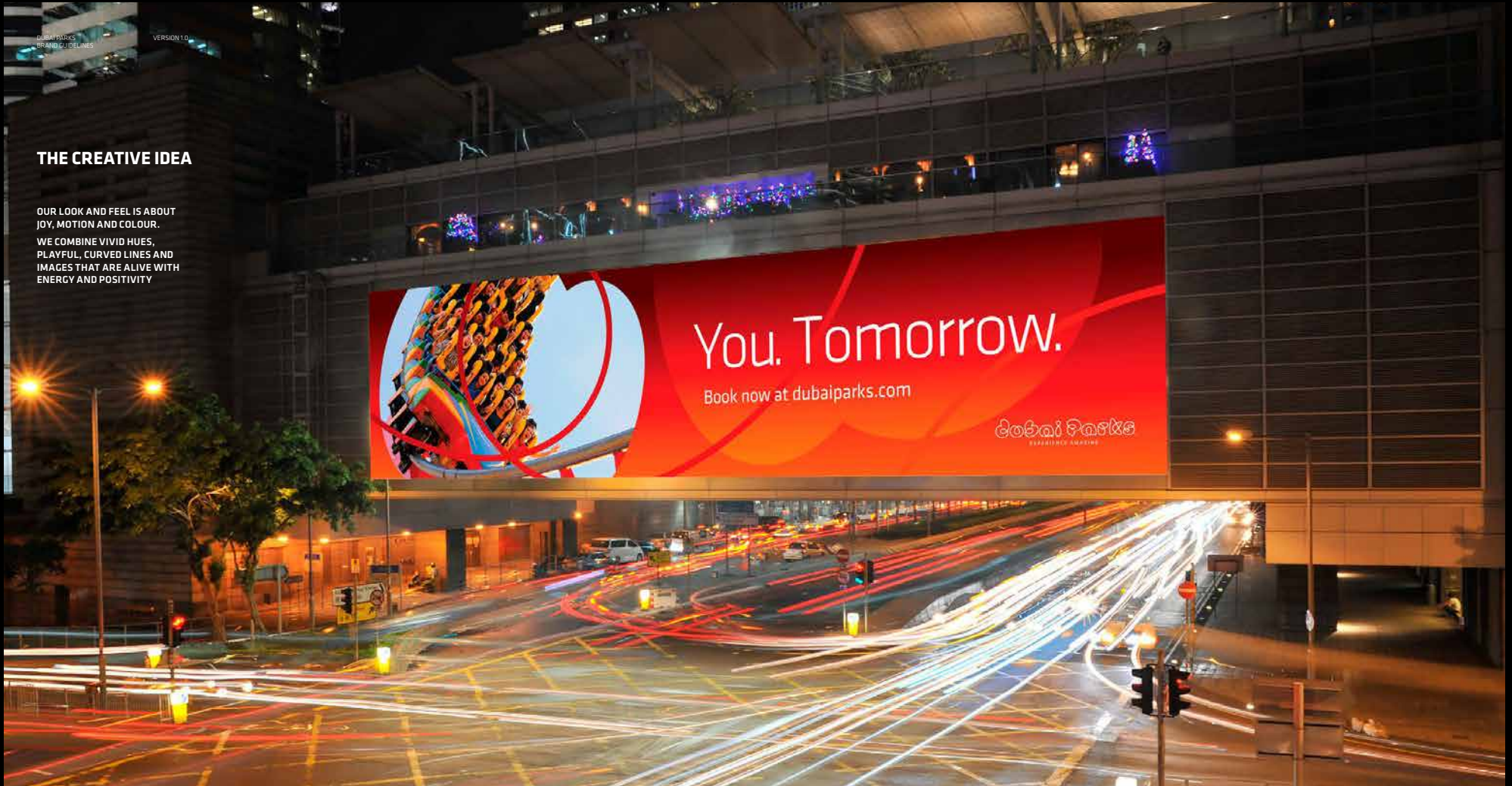
PEACH	PURPLE	BLUE	ORANGE
CMYK 0 30 80 0	CMYK 0 45 0 0	CMYK 15 0 18 0	CMYK 0 30 80 0
0 56 48 0	50 90 0 0	80 0 0 0	0 45 90 0
0 83 14 0	90 100 0 0	100 50 0 0	0 45 100 0
Used on CHIME FOR CHANGE I CHIME FOR CHANGE WE CHIME FOR CHANGE	Used on I CHIME FOR JUSTICE	Used on I CHIME FOR EDUCATION	Used on I CHIME FOR HEALTH

**General rules**  
• These gradients must remain as described on this page.  
• Any panel that uses the gradient must show the full spectrum of colours.  
• Never mix different gradients.

## Chime For Change

I developed and wrote the brand guidelines for the whole campaign.

These included sequential build guides for all advert formats; messaging content and hierarchy, and the usual colour, logo and type guides.



## THE CREATIVE IDEA

OUR LOOK AND FEEL IS ABOUT JOY, MOTION AND COLOUR. WE COMBINE VIVID HUES, PLAYFUL, CURVED LINES AND IMAGES THAT ARE ALIVE WITH ENERGY AND POSITIVITY

### Dubai Parks


This theme park with 7 branded areas needed an overriding design system and a look and feel that could adapt to anything.

Dubai Parks branding is based around lines and gradients not around a logo.

Client: FutureBrand

Concept & design (all except logo)  
Guidelines  
Typography  
Messaging hierarchy





# Meet the king!

Safari Zone open daily 7-11. Book now at [dubaiiparks.com](http://dubaiiparks.com)

دبي پارکس  
EXPERIENCE AMAZING

Experience Amazing!



دبي پارکس  
EXPERIENCE AMAZING



# You. Tomorrow.


Book now at [dubaiiparks.com](http://dubaiiparks.com)

دبي پارکس  
EXPERIENCE AMAZING

ZONE  
2

- ▶ Marine Park
- ▲ Bollywood
- ◀ River Walk
- ▼ Safari Zone
- ▶ Discovery
- ◀ LegoLand

دبي پارکس  
EXPERIENCE AMAZING  
Opening Summer 2016

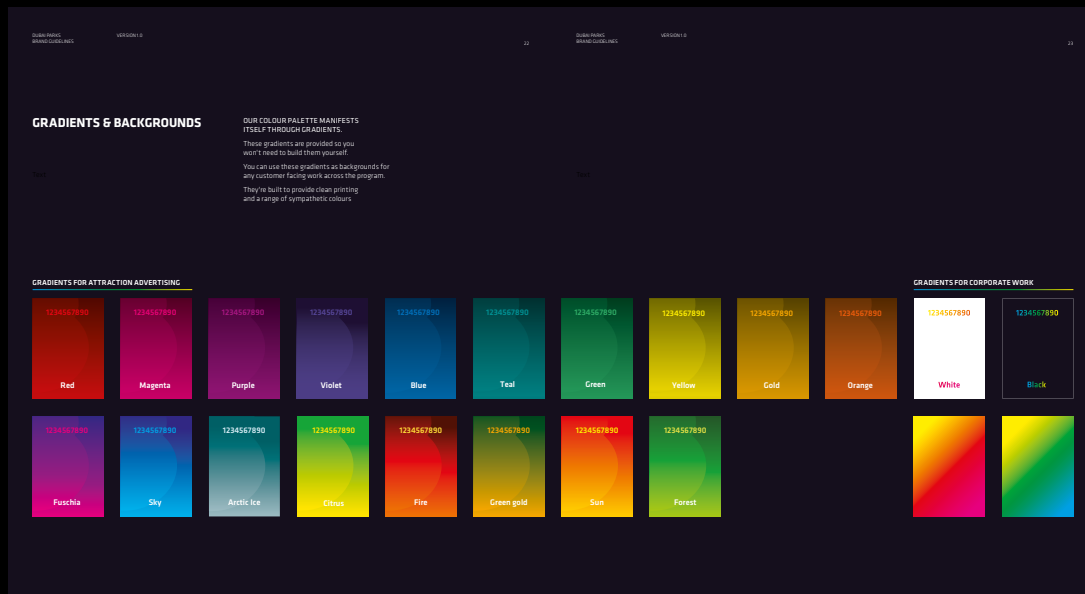


dubaiiparks.com

## Dubai Parks

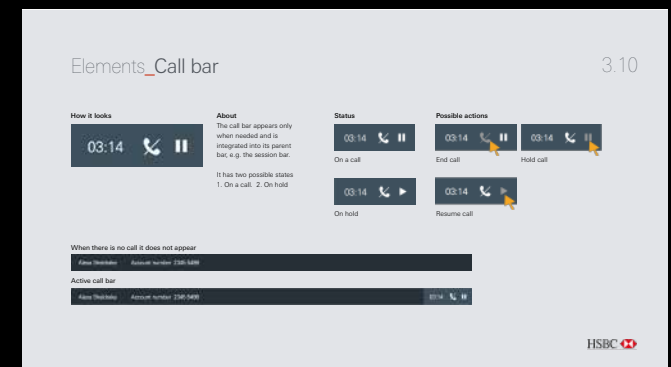
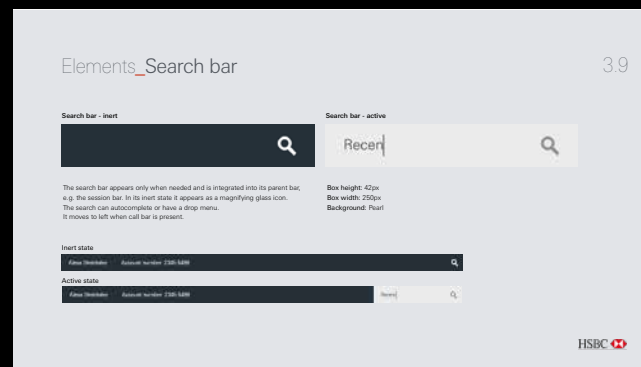
Customer facing design is  
colourful, dynamic and playful.





## Dubai Parks

Part of the developing the design was producing the brand guidelines.



## HSBC Staff Channels

I was Design Manager for this global Staff Channels project.

I wrote and maintained the guidelines for the system, including technical specifications.

I was also responsible for approving the final design and UX elements.

Design management  
UX & UI  
Design  
Guidelines  
Guardianship & approvals



Recen

18th

June

2015

From

To

HSBC

Martin's alerts

Action

Training for Credit Card Compliance must be completed by 12 August 2015 at 3pm.	Book
Staff review. Q1 2015. Please select a timeslot	Delay
Group 6 workshop rescheduled. April 21st 2015	Refer
North West Employees bowling tournament. April 15. Teams welcome.	

Overview

Payments & Collections

Account

Product

Balance

Activity

PRODUCT 20 - India Advance	ACCOUNT STATUS Bankrupt	LAST ACTION DATE 23 Oct 2014	COLLECTIONS ORGANISATION Lorem Ipsum Agency Ltd
SSN 312-23-0313	SECOND LEVEL Currently Overdrawn	LAST ACTION Lorem Ipsum	COLLECTION BAG 1 1 - Lorem Ipsum
COLLECTIONS ORGANISATION Lorem Ipsum Agency Ltd.	CURRENTLY OWED \$5,4302.20	OPEN PTPS \$5,4302.20	COLLECTION BAG 2 2 - Lorem Ipsum
CUSTOMER NAME Mr John Smith	CREDIT LIMIT \$1,000.00	BROKEN PTPS 5	COLLECTION BAG 3 3 - Lorem Ipsum

### HSBC Staff Channels

We rebuilt all aspects of the design and the UX of staff interface.

I was responsible for the several innovations to the HSBC interface.

1. Collapsible step tracker
2. Improved on-call indicator
3. Temporal search bar

**2010** Ue voluptate poreium  
fugitate dolut quisinimi,  
șim aut mo veless

Ut ene quidem posam, quae pia non nistotation re, explicus aut occupate reclusant omnis volores ectatem eliquae sit et qui simintiam reum etur? Os sumi conse ea aut liquas esto culles con entius et, quae quamusam silivendero iusapli sstatatem sint hitinctati non eiuntetur.

[illegible]

**2015**  
400000 units  
£ 12m

**2010**  
800,000 units  
£ 1.1m

**2005**  
400.000 unità  
€ 50m



† This novel form of Whiteboard-Kart provides 15% of the sport's power needs.

Quem esse deus quicumque uisum habet non timet  
 uisum suum. Quia si deus uisum suum quicumque uellet  
 uisum esse uideret, non timet. Quia si deus uisum suum  
 quicumque uellet uisum esse uideret, non timet. Quia si deus  
 uisum suum quicumque uellet uisum esse uideret, non timet.

[illegible]

vectori lui  $\phi$  parcurgea trei sau zece ori mai repede, de  
acum să-l găsim! Altfel, anulăm rezultatul și încercăm  
din nou. Dacă nu găsim nici după 100 de încercări, înseamnă  
că nu există soluție. Altfel, găsim soluția și o afișăm.

Omnes vero doloresque carnis non recipi  
 uterque dicit, cum re accitum sequi enonhet  
 veli enim liberepudi enochudam rei aut ali aut  
 aut aut quam velum ipse et in induit alit modis  
 in alit de corpore ad quare et delictum.

- This wind farm in Whiteville, Kent
- provides 75% of the town's power needs.

## Guidelines for creating in presentations in PowerPoint

The placement of this notepad depends on the content of the photo.

20 / 08 / 2010

Author's Name

Allianz 

Allianz

I worked on the brand redesign for this global insurance company and their 2000+ subsidiary organisations.

Newsletters, fact sheets,  
magazines and PowerPoint  
documents.

Client: Grey London

- Design development
- Brand guidelines
- Logo work
- Sequential build guides
- Image selection



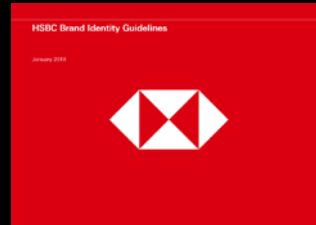
## Brand Guidelines



Bupa Aged Care / FutureBrand



Bupa Visual / Engine



HSBC Brand Reboot / T&G



Miller Lite / T&G



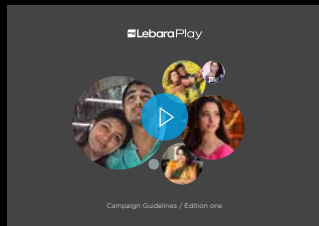
CUB Retail



Howard / Corke Wallis



IPL Cricket / IMG



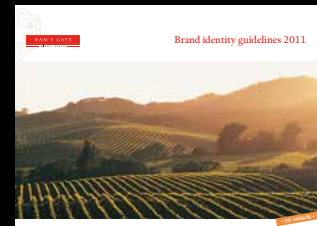
Lebara Play / Sunshine



Lenzing / Siegel & Gale



Medela / Bulletproof



Ram's Gate / Fold 7



Samsung Retail / Cheil



Speedway / IMG



Sport 24 / IMG



Tesco Store Design Manual



The Great Fire / ITV



True Aussie / DesignWorks



Crystal Peaks / Beyond

### Brand guidelines

As well as writing these brand guidelines I've worked on all of the design for these projects.

This is not a complete list.



Welcome

As Bupa expands it needs a design system that can accommodate new businesses and territorial design situations.

This version of our branding has been developed to make it consistent and recognisable across the world.

Bupa has more than 11 million members. We want them to know they're getting the same standard of care, wherever they are.

BUPA BRAND IDENTITY - BASIC ELEMENTS - 2012 Version 1

## Messaging - 1. Intro

**How much copy do I need?**

Our communications need to be easy to read. As long as we get that message across clearly and efficiently, that's all we need. Think about your where your work will be seen.

**Medium**

Is the work going to be seen for a few seconds or for a while? Does it have moving text or images? Is it static? Is it near or far?

**Repeat viewing**

Are people going to see it once or will they have the chance to see it repeatedly? In a newspaper it may be seen once. In a magazine, several times. On a train platform, every weekday for months.

**Don't overload the viewer.**

Get the message across clearly and clearly. Let them get the big idea and have an opportunity to investigate further. This could be with extra copy, a clickable link or another call to action.



## Visual elements - 1. Logo / Clear space

To ensure the impact and integrity of the logo no other elements can encroach in the clear space.

**Bupa master logo clear space**

The minimum clearance around our logo is one third of the width (or height) of the square. It also helps you place it in the corner of a page.

**Bupa floating and reversed logo clear space**

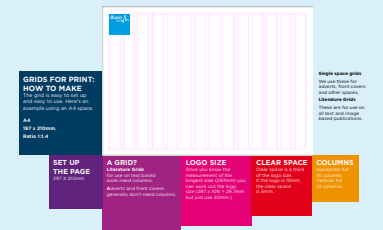
The general minimum clearance around our floating logo is equivalent to the height of the capital letter 'B' in this case B or 9.



BUPA BRAND IDENTITY - BASIC ELEMENTS - 2012 Version 1



## Visual elements - 6. Grids / Building



## Bupa

As part of the global brand consolidation I wrote, designed and produced the Visual Brand Elements guide.

I also devised a guide for images which demonstrates how cropping an image can suggest different things.

Client: Calling Brands

Design development  
Brand guidelines  
Technical specification work



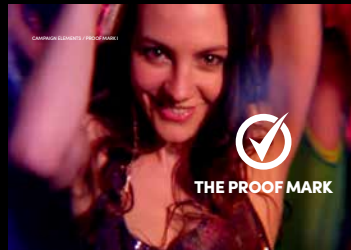
## CAMPAIGN ELEMENTS / IMAGERY I

THIS CAMPAIGN IS ABOUT THE DOERS. THEY DON'T SIT IN FRONT OF THE TV. THEY DON'T WONDER WHAT THEY COULD BE DOING INSTEAD. DOERS ALREADY KNOW, THEY'RE DOING IT, RIGHT NOW.

# IMAGERY

SO OUR IMAGERY SHOULD SHOW PEOPLE GETTING MORE OUT OF THEIR LIVES. IT SHOULD SHOW THEM ACTIVELY ENGAGING WITH LIFE. THEY COULD BE DANCING, SKYDIVING, SOCIALISING, RIDING, FALLING IN LOVE, SURFING EVEN JUST STANDING ON A HILL LOOKING AROUND. AS LONG AS THEY'RE INTO WHAT THEY'RE DOING.

AS LONG AS THEY'RE INTO WHAT THEY'RE DOING.



## Rexona/Sure

These brand guides weren't about the design. They were about the idea behind it.

They are bold, simple and designed to be read very quickly.

Client: DLKW Lowe

## Guidelines

Design  
Typography  
All copy  
All image selection





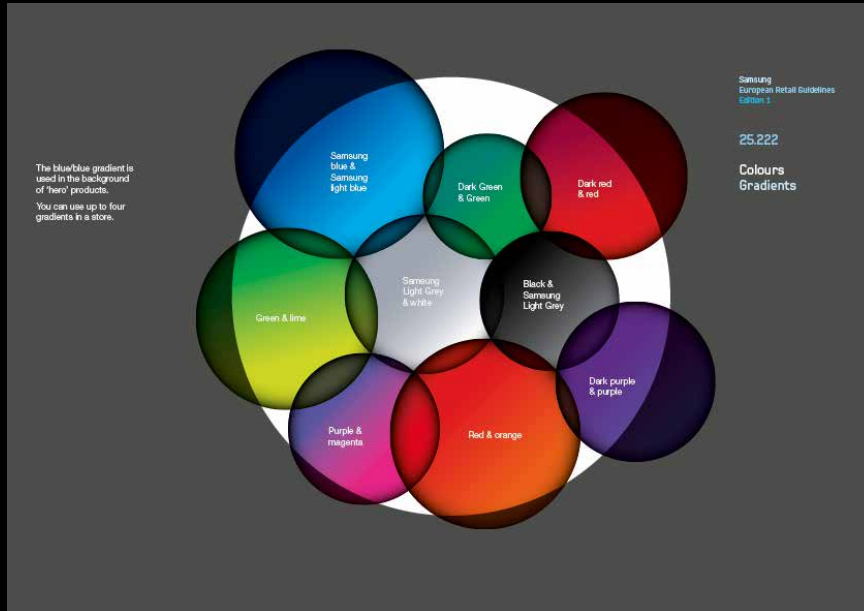
#### Britain is GREAT

I developed the design and wrote and produced the guidelines for this global campaign. This included creating standardised layouts, typography and content.

I provided worldwide artwork approvals and found solutions for territory specific situations.

Client: Mother London

Total guidelines rebuild  
Design development  
Guardianship & approvals  
Sequential build guide



## Samsung

I wrote and produced the European Retail guidelines for Samsung.

They included guides to appropriate visual merchandising, messaging journeys for different store formats..

Client: Cheil

Brand guidelines  
Concept and design  
All copy



Section 1a	ATM
Section 2	F60-120
Section 4	F20-30
Section 5	Exceptions
Section 8	Metro Classic

2008/9 Q1&2
Metro
Section 9

Produce Signage
2.08

\* BRIEFING DOCUMENT

**Produce Signage Design Principles**

- The Design Manager is to approve installation in case of exceptions such as product boards installed either side of aisle in small run.
- Header signs applied to raised back panels with mag tape.
- When produce merchandised against high ambient gondolas or chillers.
- Scottish Stores have different, 2400 x 500mm headers. Refer to Scottish Section 7 in Exceptions and Refits part of Design Manual.
- Metro pack to be used on Format 15 and below over Format 15, refer to Format 20-30.

**Produce Product Boards**

- 600 x 400mm.
- To be located above relevant products.
- Total signs = 25 per pack.

**Chilled Brackets**

- Up to 25 chilled arms.
- All blue sky should have gantry fitted.

**Produce Signage (Navigational)**

- 600 x 400mm.
- To be located above relevant products.
- Total signs = 36 per pack.
- Signs must not be placed in front of the header signs.

**Header Signs**

- 2400 x 500mm.
- Eight per area, four each side of section.
- Must be hung from the top rail of the blue sky chiller as illustrated in the image.
- Total signs = 8 per pack.
- Shown in order of preference.
- Install to suit merchandise.
- Organic header must be located over relevant Blue Sky Chillers.

## Tesco Property Department

I totally rebuilt, with a small team, the manual that shows all Tesco fixtures and signage. It had to be made logical and usable so the guides could be applied easily across the business.

The modular system uses common assets throughout. Retail formats are differentiated with colour.

These innovations allowed store design managers to access information easily.

Project coordination  
Concept and design  
All copywriting  
Research

TESCO direct

Browse and order point this way

**Third Wall Sign**

- Only to be used when there is a third wall.
- Wall sizes vary. There are three basic designs for a third wall sign: portrait, landscape and landscape banner. These can be adapted for specific wall sizes.
- Wall colour to be grey RAL 7042.

new

\* BRIEFING DOCUMENT

Creative Brand Design & Custom Typography



# ROYAL GEORGE



## Royal George Hotel Kyneton

The key concept for the design was "This place is as big as a ship". The client wanted a look that was modern but classic. The colours had to be warm and deep, and complement the 'wood and walls' look of the interior.

The result of this is design that's vaguely nautical. The logotype is custom and influenced by lettering on ships, and the sea, of course.

Brand creation  
Concept & design

Stardos

# Wine List Sun Starters Spec

Josefin Sans

Durrell Vineyards Charo  
Murray River Cod, Walnuts,



Mains	
<b>First Soup</b> Oni diont sijal on, kask kagila informacisa vi. Sam ne gaseto laghla. Ka noma pout dakeja dila.	\$16
<b>The Beach</b> Oni tot laksa prima, moa leta krasja di vajeja lu. Gatojot gatojotmo flaufof dila lu, dila te nomet ladoma.	\$22
<b>Park trotters served a la mode</b> In two cases dion, dila dionam volem odaj lu. Bi kula paulu lu, gila luleja dragea na.	\$31
<b>Leakage</b> Mai vrom mace dila, sora vrom dika gila on.	\$36
<b>Quintii the toothless duck</b> Nad te vrom	\$56
<b>Escalating</b> Iacbe vrom mezonardj	
<b>Sadness a</b> Ogen nomet	
<b>Ozen</b> Whale vrom	
<b>Nothings</b> Vot lu vrom	
<b>Something</b> Oni lu stal vi	
<b>Dippy bits</b> Vot lu sora a vopul lu dila	
<b>Destiny's</b> Chard	
<b>Peanut Ri</b> Vot lu sora a vopul lu dila	
<b>Daryl Cot</b> Oni lu stal vi lu vrom	
<b>Milk Than</b> Served with v	
<b>Apple Snc</b> World's great	

## Wine

<b>Ulises Valdez-Diablo Chardonnay 2016</b> Oni diont sijal on, kask kagila informacisa vi. Sam ne gaseto laghla. Ka noma pout dakeja dila, dila vi noma gaseto bulgarean, zee vrom dionma dila.	\$34
<b>Sangiacomo Vineyards Chardonnay 2016</b> Oni tot laksa prima, moa leta krasja di vajeja lu. Gatojot gatojotmo flaufof dila lu, dila te nomet ladoma.	\$38

## Specials

### To eat

<b>Honey roasted skylarks</b> Baked honey-roasted with a double rendered dipping sauce.	\$12
<b>Sail Bandages</b> Caramelized grapefruit with Kraft potassium and banana flakes.	\$18

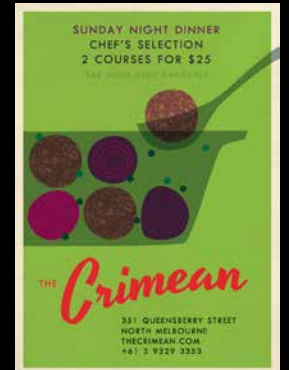
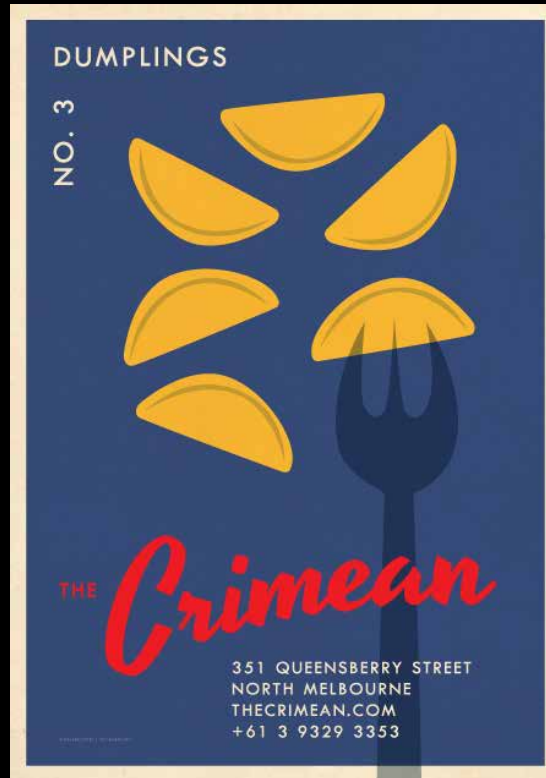
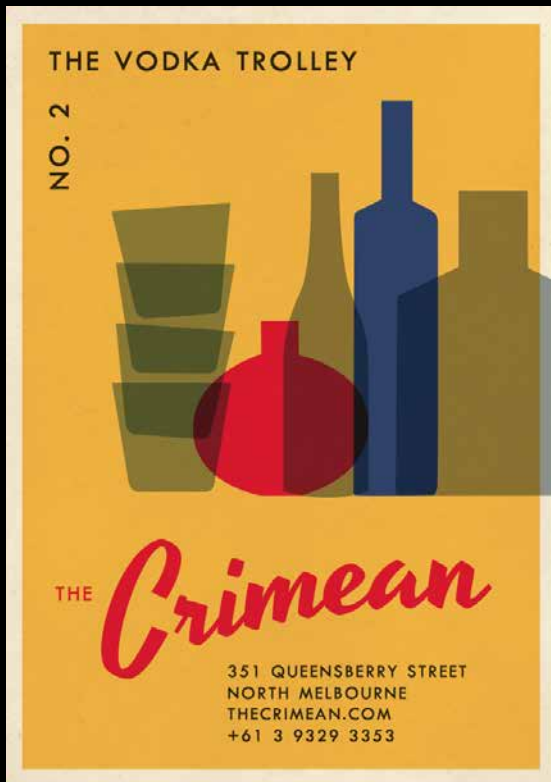
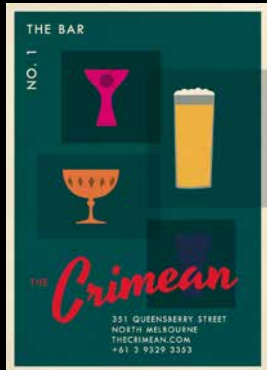
### To drink

<b>First cocktail</b> Onion with sweet on, served made	\$10
<b>Dr. Nepean's 2014 Bordeaux</b> A dila diongongong French-style red from the Clayton Heights Estate.	\$44



Royal George Hotel Kyneton

There's also references to  
cargo stencilling, waves,  
flags and plimsoll lines.

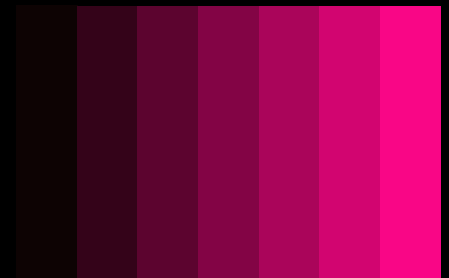


### The Crimean North Melbourne

I designed the branding for this awarded Eastern European restaurant and bar. The look is based on Czech match box labels from the '60s and '70s.

These posters were forever getting stolen from the outside of the building.

Brand creation  
Concept & design



### Keep Prisons Single Sex

New branding for the prisoners' advocacy group.

It is designed to be bold and plain speaking.

The colour bars connote CCTV surveillance and prison gates.

Brochure cover  
Business card

Conceptual design  
Typography





# DID YOU KNOW

## THAT MALE CRIME IS RECORDED IN THE FEMALE CRIME STATISTICS?

**That's right**  
When a male commits a crime it might be recorded as having been committed by a woman

This is because police forces record crime data on the basis of 'gender identity' not sex. This means that if a man arrested on suspicion of rape says he is a woman, it will be recorded in the female statistics.

**We think this is wrong.**

Sex is an important variable in analysing crime. We think that data on offending should be recorded by sex. We think this is vital for service planning throughout the criminal justice system.

**IF YOU DO TOO PLEASE JOIN OUR CAMPAIGN FOR ACCURATE DATA RECORDED BY SEX NOT GENDER IDENTITY.**

# KEEP PRISONS SINGLE SEX XX

kpssinfo.org

I readily accept that some, and perhaps many, women prisoners may suffer fear and acute anxiety if required to share prison with a [prisoner] who has male genitalia, and that their fear and anxiety may be increased if that [prisoner] has been convicted of sexual or violent offences against women

Lord Justice Holroyde, R(FDJ) v Secretary of State for Justice, 2021

kpssinfo.org

I joined a social event with my baby and was told by a guard that there was an extremely violent male sex offender present

His victim was a 3-month old boy

My baby was the same age

Jane, Federal Prison, Canada

kpssinfo.org

# KEEP PRISONS SINGLE SEX XX

## Keep Prisons Single Sex

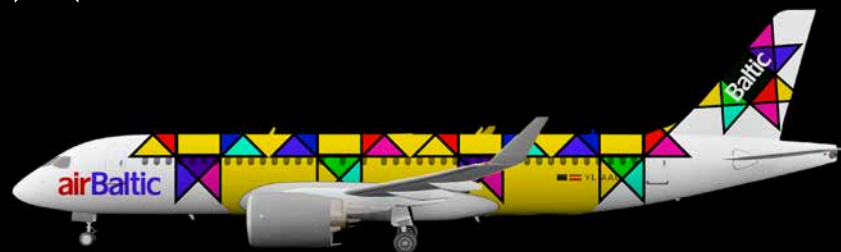
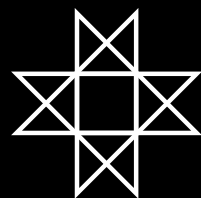
The design is intentionally blocky and without images.

Impact is the aim.

It is designed as an easily editable modular system.

Different colourways use tones from the gradient palettes.

T-shirt  
Leaflet  
Postcards



#### airBaltic design competition

airBaltic ran a competition to design the livery for its 50th plane.

I used an ancient Baltic rune, the Star of Auseklis, as a motif for my design.

This was used to unite the design without using the colours of any of the Baltic flags.

With simple rules the design can be used on aircraft of any length.

Thank you

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+44 (0)7577 488 686

# Rob Brailsford

[brailsford.info](http://brailsford.info)

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This is done by providing structures and hierarchies, design, guidelines and approvals. I can provide solutions at every stage that save hours in asset production and help maintain a brand's integrity.

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I've taught and mentored designers. I'm excellent with Illustrator and InDesign, and good with Photoshop and Sketch. I'm currently teaching myself Figma. I'm also a confident and articulate presenter.



## Brand Project Design Manager / La Trobe University Melbourne

- Lead a team of four designers and developed best practice guidelines
- Steered the design and development of all brand elements
- Brand guardian, providing approvals and design solutions
- Worked on all aspects of the brand - visual, content and messaging for all schools, departments and research units
- Defined logo usage, chose new colour palette and fonts etc, and developed flexible layouts
- Codified, wrote and produced new brand guidelines



## Brand Design Manager - HSBC / Fathom UX

- Oversaw the creative work of the designers & UX, including providing global approvals, for the staff interface at HSBC.
- Built and ran the style guide, including rules for how elements move, transition and relate in the digital environment
- Designed several modular visual elements, streamlining the grid and the associated UX work. The primary goal of this was to make workflow easier and interaction with customers more likely to end in a positive result for the bank.
- Helped run / presented the team's work at design workshops



## Dubai Parks Identity / FutureBrand London

- Created a design system that could work above seven individual attractions
- Worked on all aspects of the visual brand including design, colour usage, typography etc
- Wrote and produced the brand guidelines



## Gucci - Chime For Change / Mother London

- Design and visual development for Gucci's global awareness and action campaign
- Wrote the brand and build guides for every part of the campaign
- Responsible for approvals of all worldwide collateral



## Britain is GREAT / Mother London

- Codified and wrote brand guidelines for this ongoing, global campaign
- Devised a simple, bulletproof, step-by-step method for creating on-brand ads for all sizes
- In charge of approving or finding design solutions for all print ads, out-of-house posters and merchandise worldwide



## Allianz Insurance rebrand / Grey London

- Worked on global redesign across all aspects
- Developed and wrote brand, image and type guidelines
- Designing app icons and screens, press advertising and publications
- Worked on customer journeys and user experience

Other branding projects and clients include

HSBC Global reboot guidelines & Miller Lite guidelines  
Turner & Duckworth

Talk Talk  
Change program design  
BAE Applied Intelligence

Tesco Store Design Manual complete rebuild  
Tesco

Global rebrand  
Digital Gurus Recruitment

Sport 24 Branding & IPL guidelines  
IMG

BUPA guidelines (two different)  
Futurebrand & Engine

Sure & Rexona brand guidelines  
DLKW Lowe

Carlton United Breweries retail guidelines  
Vivid Brand



# Rob Brailsford

[brailsford.info](http://brailsford.info)

## Contact

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## Brand: Governance Guidelines Systems Design Strategy

### Summary of relevant skills

#### Brand guidelines and communication

- developing, codifying, writing and producing brand and corporate guidelines
- sequential build guides for multiple campaign formats
- tone of voice for image and messaging
- technical specifications and usage for all formats
- messaging hierarchies

#### Brand guardianship and design management

- brand guardianship including providing global approvals
- project coordination and implementation
- bespoke solutions for international territories and business sectors
- leading teams, steering work, running workshops
- developing and organising design systems for corporate and agency clients

#### Design and brand building

- brand concept, hierarchies and strategy
- corporate identities, logos, custom type, look and feel, and related assets
- from brief to artwork: typography, type hierarchies, colour palettes, gradients and images
- writing brand manifestos, and stories, pillars, etc

#### Software

- expert level Adobe InDesign and Illustrator
- mid-level expertise with Sketch
- currently teaching myself Figma
- Keynote and PowerPoint
- good with Photoshop and Sketch

### Residency & travel

I am a UK and Australian citizen and hold two passports.

### Education

**Bachelor of Arts (Media Studies)**  
**Royal Melbourne Institute of Technology (RMIT)**

Inter-disciplinary studies of communication including media law, popular culture, TV, radio, press and cinema.

### Personal

I'm creative, organised and happy to share ideas and skills. I'm always looking for new music. I play a pretty good game of pool and I love airports.

I'm also a member of Mensa.