



Designer based in Chester with 15+ years of experience across in-house, agency, and freelance roles. I specialise in leading teams, shaping brand strategy, and creating distinctive brand identities.

Information



Experienced design leader with 8+ years in management roles, creating, developing, and leading multidisciplinary teams across design, development, and copy. I focus on brand identity, brand strategy, and scalable design systems that improve consistency and team efficiency.

A designer passionate about research, driven by branding, and focused on strategy. Experienced working with senior leadership, UX, Product, and Marketing teams across industries including luxury, publishing, travel, retail, creative agencies, SMEs, and refurbished tech.

Area of expertise

- Brand Identity & Strategy
- Digital & UI Design
- Print & Editorial Design
- Advertising (Print & Digital)
- Artwork & Retouching
- Creative Strategy
- Team & Supplier Management
- Budget Management

Skill set

- Figma & Figjam
- Full Adobe Creative Suite
- Microsoft Office Suite
- Bloomreach & Dotmailer
- Wordpress & Magento
- Semplice & Squarespace
- Trello & Asana
- Notion
- Slack & Teams
- Chat gpt

Education

University of Chester

BA (Hons) Graphic Design, 2:1

Thanet College

Art, Design & Photography

The Charles Dickens School

GCSEs A—C, including Maths & English

Work experience

musicMagpie

April 2022 - Present

Senior Digital Design Manager

Currently leading brand and creative strategy across internal channels and digital platforms. I manage design and content teams, delivering multi-platform campaigns and design systems that drive consistency, efficiency, and engagement.

- **Leadership:** 3 years as Digital and Senior Digital Design Manager, leading Graphic Designers, Illustrators, Motion Designers, and Copywriters.
- **Brand:** Accountable for brand identity and strategy across the business, aligning brand development with future objectives in collaboration with Product, Marketing, and UX.
- **Guidelines:** Built and scaled a design system for use across teams, partnerships, and advertising, ensuring brand consistency.
- **Development:** Streamlined creative operations by introducing Figma, enhancing Adobe work flows, and supporting the transition to Bloomreach CMS.
- **Creative:** Accountable for all creative output, including brand, digital, print, app, campaign, OOH, TV, affiliate, and advertising campaigns.

Contact

Email: tmmorris88@hotmail.com

Mobile: 0785 466 2592

Portfolio: tommorrisdesign.co.uk

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Highlights

- **8+ years' leadership experience** across design and creative teams
- Developed **brand strategies and identities** across multiple industries
- Agency, in-house, and freelance experience
- **Managed large budgets** across digital and print
- Experienced working with senior leadership and cross-functional teams

Work experience continued

Elegant Resorts

September 2015 - May 2022

Creative Brand Manager

Led the evolution of a luxury travel brand across print and digital channels and platforms, creating a cohesive identity that respected heritage while driving growth. Introduced new design processes to improve delivery and team performance.

- **Leadership:** 5 years managing a multidisciplinary team of Designers, Developers, and Copywriters, fostering collaboration and development.
- **Brand:** Developed a new brand strategy with clear propositions, creating a master brand that incorporated sub-brands, supported growth, and maintained consistency across all channels and teams.
- **Supplier and partnership:** Oversaw external agencies and suppliers to ensure aligned campaign delivery across print, digital, and social.
- **Budget:** Managed print marketing budgets, increasing output while cutting costs
- **Campaign:** Delivered global campaigns across print, digital, advertising, PR campaigns, magazines, and TV to grow brand awareness.
- **Creative:** Accountable for all creative output, including brand, digital, print, campaign, OOH, partnership, and advertising campaigns.

CW Marketing

September 2014 - September 2015

Graphic Designer and Marketing Executive

Delivered end-to-end creative campaigns for retained and new clients across digital, print, and social platforms.

- **Lead:** Directed projects from concept to delivery, coordinating internal teams and freelancers.
- **Brand & Design:** Built brand identities, campaign assets, and tailored digital content.
- **Digital:** Created website and app wire frames and customer journeys in collaboration with developers.
- **Social:** Produced paid and organic campaigns to boost visibility and engagement.
- **Budget:** Delivered cost-effective marketing and design solutions supporting client growth.
- **Client-facing:** Primary creative contact for retained and new clients.

To learn more, connect with me on LinkedIn
or visit **tommorrisdesign.co.uk**