

# [CV]



Graham Beard 

Creative / Design Director 

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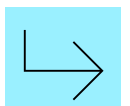
## About me....

A brand and design thinking obsessive, always driven by pushing both creative and design boundaries when developing products and experiences with a human connection. With years of extensive design, brand, strategic and commercial acumen – refined over 27 years of both agency and client side experiences.

I'm a naturally driven design leader and team player, have lead a variety of global brands whilst launching the creation of many brand identities, Visual Brand Languages (VBL), product design and human centered experiences that have influenced peoples lives whilst driving equity, brand and financial growth within their local markets.

## Strengths

- Strategic design & creative leadership
- Brand building, strategy & visual brand language / identity stewardship
- Design to Artwork (adaptation, realisation, production & print management)
- Digital / product design and human centred experiences
- Creative & photographic art direction
- Both senior stakeholder & client management
- Team leadership & partnership management
- Project planning & financial / budget management



# Experience...

## OPEN HEALTH – Present position

Studio Director (*Creative Communications*)

Leading and driving both creative and design thinking, responsible for leading all studio design, client projects and brands, operations, process, resourcing and BU and client management.

## HALEON / GSK – Sep 2019 – June 2023

Creative Lead (*Contractor Global Expert*)

Responsible for design excellence and Expert experiences across all Haleon consumer healthcare brands Skills: design leadership, brand development, brand design, user experience (UX), leadership, design management, strategic design, strategic thinking, design guidelines, branding, testing practices, design thinking, design direction, customer experience, brand identity.

## GSK NEXT – 2019

Product Design Director (*Contractor Resilience*)

Lead all consumer product design and development for future healthcare products. Lead consumer interviews, gathering valuable expert insights to enable us to hypothesise, plan and produce highly innovative experiences via user smoke tests, Beta & MVP stage design. Key areas of innovational focus – user-centered design, e-commerce, mental health, mobile devices, mobile technology, wearable, and behavioural health. Areas covered, sleep, nourishment and wellness.

## PI-TOP – Sep 2018 – 2019

Design & Creative Director

Lead all consumer product design and development and lead the design & UX teams whilst directing our new brand development and design methodologies to support our online e-learning platform for schools/education.

## NOMINET – Sep 2017 – Sep 2018

Product Design Director

Digitally lead the UX/UI across Nominet's Cyber Security Services Platforms together with our marketing, brand, content delivery teams. Also leading design, implementation, and stewarding our UX design systems with our integrated developments teams.

## DEEZER – Apr 2016 – Feb 2017

Creative Director (*Cross Location London/France*)

Built studio and lead all creative direction, our global re-brand, digital & digital strategy thinking, CRM and social media experiences across UK,FR,DE and BR markets.

## ONE CHANCE ONE GOAL – Aug 2015 – Apr 2016

Creative Director (*FA Partnering and Investment Project*)

A start-up venture that I was creatively directing, conceptualising the rebrand of the London FA upon a creative consulting and contractual basis.

## ADDING VALUE – Sep 2014 – Aug 2015

Creative Director

Leading our client creative strategy, brand, events, digital and OOH projects for Peugeot, Citroen, Vodafone, and Canon whilst growing the events agency to a full 360 agency, up-skilling and improving all areas of our digital, design and creative thinking.

## BWIN – Nov 2012 – Sep 2014

Design Director Marcoms (*London, Vienna, and New York*)

Digitally headed up teams for both on and offline promotions, developing creative and digital strategies whilst working cross location between our London and Vienna offices across all digital experiences.

## PURPLE – Sep 2011 – Sep 2012

Creative Director

Creatively directing campaigns for both digital and print projects for a wide range of b2b /b2c clients, heading up photo-shoots and creatively steering a team of 20 designers and developers.

## SPORTINGBET – Oct 2010 – Sep 2011

Design Director

Leading creative, design, user experience and UX testing across all UK, Western Europe, Eastern Europe, Spanish, and Turkish websites. Digitally directing our designers through all social media campaigns, CRM and Affiliate cross media promotions with strong creative and brand planning.

## ArtHaus – Mar 2010 – Sep 2010

Art Director

Worked and supported all art direction across a wide range of creative projects, events, and digital media / websites for Diageo, Tesco's, Unilever and Pepsico.

## g creative – Oct 2004 – Mar 2010

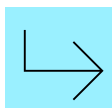
Founder and Creative Director

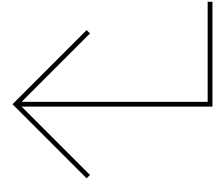
Founded, built, won and lead all client projects, led pitches whilst developing and creating new business opportunities. Grew the agency from 2 to a team of 6 providing some great digital experiences for clients like Oliver Bonas, Boots, J&J and also winning four ISP digital awards for one of our biggest clients Wax Communications.

## Gartner – 1997 – Sep 2004

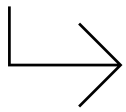
Head of Design

During my time at Gartner I won four awards for my creative and design capabilities across all digital media projects and event experiences. Bringing all the design resources together in order to help provide Gartner EMEA with a digital design offering that adds value, new business opportunities whilst leading from the front.





# Worked with the very best...



## OPENHEALTH

Pfizer  
Leo  
Galapagos

## GSK / HALEON EXPERT

Theraflu  
Otrivin  
Panadol  
The Clean Breathing Institute  
GSK Health Partner Portal  
Polident  
Sensodyne

## GSK NEXT

Oral Health  
Resilience

## FMCG Brands

Ovaltine  
Coke  
Relentless drinks  
Diageo drinks

## GAMIFICATION

Sportingbet  
bwin

## SPORTS

London FA  
Manchester United  
FCB Barcelona  
Bayern Munich  
UK Athletics

## PHARMA

MSD  
Novartis  
Johnson and Johnson  
Boots (Roc Skin Clinic)

## RETAIL

Oliver Bonas  
Boots  
Waterstones  
Mitchell's and Butler  
Tesco's  
Liberty

## TECH

Vodafone  
Carphone Warehouse  
Virgin  
Gartner  
Llyods Bank  
pi-top (Ed-Tech)

## MEDIA & MUSIC

Deezer  
BBC  
MTV  
NVIDIA  
Canon  
SEGA  
Disney  
Blink

## AUTOMOTIVE

Peugeot  
Citroen  
Motobility