

JAMES BRAY

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INTRO

Multidisciplinary design director leading all aspects of the creative process from brief to execution.

Over my 10 years at L&Co – an impact-driven branding agency – I have evolved from a technically proficient designer to a leader responsible for all studio projects and a network of freelancers and agencies.

I have a reputation for consistently winning clients' trust and resolving complex issues, transforming ideas into reality to create timeless, functional and beautiful designs.

14+ years of experience

15+ websites designed & built

15+ identity systems & guidelines

SKILLS

- Project and Studio Management
- Team Leadership and Mentoring
- Design Systems
- Branding and Identity
- Responsive Website Design
- Data Visualisation
- Motion Design
- Wireframing and Prototyping
- Web Development

TOOLS

- Adobe Suite (AI, PS, ID, AE)
- Figma
- HTML & SCSS, NPM, Git
- WordPress (PHP), Next.js/Vercel
- Notion, Trello, Harvest
- MS Word, Keynote

EDUCATION

University of Portsmouth 2006–2009

2:1 in Communication Design

EXPERIENCE

Digital Design Director : L&Co 2021–Present

Directing all studio projects, I serve as the primary point of contact for global brands and emerging startups. My work includes concept ideation & development, digital design, web development, freelancer/team management and mentoring.

I oversee day-to-day studio operations and proactively generate new business opportunities with new and existing clients.

Clients included: Euronics, Tallink, &Then, Enefit Energie, Al Baraka, Riverside Capital, Jamieson, Dominion

Senior Designer : L&Co 2017–2021

I successfully crafted comprehensive design systems and guidelines, distinctive brand identities, and delivered high quality design work across a diverse array of applications.

I improved the studio offer by leading a series of website workshops and created technical specifications for web development. I introduced new technologies and methodologies to systemise our processes.

Clients included: WorldPay, HCA Healthcare, AXA, TalTech, Optima Health, Frog Capital

Junior & Middleweight Designer : L&Co 2013–2017

I established a strong foundation in the fundamentals of brand identity and delivered print and digital artwork, brand guidelines and a multitude of design applications.

I specialised in constructing custom WordPress themes, developed efficient maintainable front-end code bases, and facilitated remote website training sessions.

Designer & Developer : Green Schools Online 2012–2013

Junior Designer : Headshift (Post*shift) 2010–2012

VOLUNTEERING

Designer & Developer : Creative Conscience 2013–Present

Designing and building the website for a charity which has a focus on positive social and environmental impact. The website included an awards entry and judging system built on limited resources. I also serve as technical support for the website, events any for the distributed team.