

Joseph William Lee-Brown

Creative Direction | Identity | Brand | Digital

Contact

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Overview

Creative Direction in identity, brand, integrated & digital. Experienced in working from PostIt notes, brainstorm, LoFi concepts to framing throughout to HiFi prototyping. Strategic creative mind providing effective communication solutions.

Confident client facing and comfortable presenting / discussing creative strategy up to board level whilst translating what is needed or taking the problem into a solvable executable communications solution.

Experienced in handling and running own accounts and projects / project teams.
Creative team management and direction whilst also being hands on.

Multi Lingual applications in English, French, German, Italian, Spanish, Dutch and Arabic.

As comfortable with a pen and layout pad as with a Mac.

Key Roles and Projects

JWLB Creative Direction. 2023 (current).

Misc - Confidential.

Just Cash Flow Digital Creative Director | Nov 2012 - Jan 2023

Senior Creative for all aspects of identity, digital and every touch point possible for Just Cash Flow PLC

JLG Group Digital Creative Director | Jan 2012 - Jan 2023

All aspects of identity, digital and every touch point possible.

St Pauls Creative. 2012.

RWD and identity for this Corporate Finance and Marketing company and its corporate clients.

CVC Capital Partners Creative. 2012. Confidential.

Infographics and corporate communications for a Private Equity Firm.

Being UX. 2012. Confidential.

iOS wireframing.

MindGym Creative. 2012. Confidential.

Identity development for Emirati Graduate Programme for First Gulf Bank, Abu Dhabi.

Medicine Man, Digital and Identity Creative Direction. 2011. Confidential.

iOS and Tablet, website UX & prototypes and brand for RBS, British Airways, Siemens, and Freshfields.

Theses projects were in conjunction with the Compass Group UK.

Allen International, Creative. 2011. Confidential. FS branding for a Vietnamese bank.

WMW, Digital and Brand Creative. 2010. FS Branding for Standard Bank Global, South Africa.

Warl Digital, Digital and Brand Creative. 2010.

Website and Social Media Integration for Lloyds Banking Group.

Imagination, Creative. 2010. ASICS Athletic, BBC Workplace.

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Previous Experience and Key Projects include

normalpeople, Creative Direction, Dubai, UAE. Perm Role: 10/2006 – 05/2010

Integrated, digital & identity agency: Pulse Technologies, MagicGrip, Al Khouli, and Align Human Resources.

Identity creation and tone of voice for this boutique strategic brand agency that took its clients through every step of CID in great and thorough detail. Pulse Technologies was such a project from full product naming, tone, marketing suite both on line and off line, advertising to exhibition systems. Align Human Resources and MagicGrip were both fully integrated identity projects and strategy development working very closely with the MD covering initial research to final deliverables ranging from a full literature suite, web development, advertising and vehicles in multi language.

The Brand Union / Enterprise IG, Senior Creative, Dubai UAE. Contract: 01/2006 – 09/2006

Limitless, Dubai Festival City, and Fawaz AlHokair Group KSA.

Responsible for the creation / development of detailed Identity Guidelines for Limitless (Nakheel) and Dubai Festival City. Not only did I create the initial Identity Guidelines for Fawaz AlHokair Group in Saudi but designed the 140pp group brochure in English and in Arabic.

Tonic Communications, Design Director, Dubai UAE. Perm Role: 09/2004 – 01/2006

Corporate identity, BTL to ATL advertising for corporate and retail.

Jaidah Holdings CI, Legrand Literature systems, 7DAYS newspaper, Quartermile, IIR, 9174, and Mirage Promotions.

My role at Tonic was diverse, working on advertising in English and Arabic for clients ranging from music promotions / concerts, electrical retailers to a specialised automotive showrooms and workshops but also developing the BTL side of the agency. My main accounts were IIR Dubai (the world's leading provider of business to business information, specialising in conferences, large scale events, and seminars) and the Legrand Literature Systems for the ME.

Codemasters, Creative, UK. Contract: 07/2004 – 08/2004

Packaging, inlays, and collateral for a range of games on the PS and XBox games consoles.

Dyson UK, Senior Designer, UK. Contract: 01/2004 – 06/2004

POS, literature, launch concepts, in store advertising with current and developing Dyson brand and identity guidelines.

Maritz Europa (European Arm of Maritz Inc. USA), Senior Art Director, UK. Perm Role: 04/2002 – 12/2003

Maritz creates recognition, rewards, custom learning, events, performance incentives, and experiential marketing.

Key projects included Vodafone change management and internal communications when Newbury Global Head Office was launched, 02 internal comms, Volkswagen Academy Prospectus / internal communications, Ford Commercial Vehicles Europe, Astra Zeneca Management Conference, Lloyds TSB incentive campaigns, Skoda Business Sales, BAE Systems incentives / recognition programme, HSBC internal training, Maritz Inc. European literature suites, web site and the 96pp incentive product catalogue / web site.

Fish Design, Senior Art Director, London.

uc.com group: Identity review, branding, exhibition stands, Amsterdam AGM, corporate literature and annual report.

Coconut: exhibition design and management. NDS: advertising and annual report.

CGI Brandsense (Now Conran Design Group), Senior Designer, London.

Clearstream (Deutsche Borse): identity implementation, Nomadic exhibition systems, and modular style guidelines.

Pauffley (Now part of the Fishburn Hedges Group London), Senior Designer, London.

Hanson (global aggregates and building materials): identity, guidelines, corporate literature, and vehicles.

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Other Agency experience includes

Red II, Art Director: 06/2001 – 11/2001

BLD (Dentsu Brussels), Senior Designer: 07/1999

HSBC, Designer: 05/1999

Berryman Ball, Designer: 04/1999

Lloyd Northover Citigate, Designer:

Revolution, Designer: 07/1998 – 08/1998

McBrides+Grandfield, Design / Artwork: 03/1998 – 04/1998

Interbrand Newell & Sorrell, Design / Artwork: 02/1998

One World Communications, Designer: 02/1997 – 02/1998

UDO Holdings, Studio Manager: 06/1996 – 02/1997

Education

Surrey Institute of Art and Design, Falkner Road, Farnham, Surrey.

BA (Hons) Media Studies

Dulwich College, London SE21

Client have included

Actinic	Dubai Festival City, UAE	Maritz Inc.
Asics	Dubai Luxury Homes, UAE	Maven, UAE
AHA	Dyson	MagicGrip, Australia
Al Khouli Lawyers, UAE	English Heritage	MaxCar
Alhokair Group KSA	Exchequer Software	Mirage Promotions
Align Human Resources, UAE	Ford	Marchpole (YSL),
Amadeus	Formac	Millennium Commission
Art Sawa, UAE	4th Shift	National Savings Bond's
Astra Zeneca	Fish Design	NDS
Bak A Bank, Vietnam.	GranvilleBaird	Natural History Museum
BankeOnline, Serbia	Hall&Woodhouse	02 Telecoms
Baird	Hanson	Organix
BAE Systems	HSBC	Palamedees Afghan Hounds
BBC	HSBC Asset Management	Poole Pottery
BT	HSBC Midland Bank	Pulse Technologies, UAE
Barclays	IBM	Projet, UAE
British Airways	IIR, UAE	Quartermile, UAE
Cable & Wireless Communications	Knight Frank	7DAYS newspaper, UAE
CBE	Kudos Furniture, UAE	Sainsbury's
Clearstream (Deutsche Borse)	Lloyds Banking Group	Safety Safely, Australia
Coconut	Lloyds TSB	Skoda
Codemasters	Limitless, UAE	South Hill Park
Compaq	The Liquid Porcelain Company	Tomkins
Costan Skansa	Legrand, UAE	uc.com group
Crest Homes	Jaidah Holdings, Qatar	Vodafone
Central Perk, UAE	Jumeirah Beach Hotel	Volkswagen