

COVER | NOTE

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Dear Hiring Manager,

I'm a Creative Designer with extensive hands-on experience delivering design solutions, branding and marketing communications, across diverse sectors, including roles at Schroders and Chestertons, and design work for clients including Edwardian Hotels, Goldman Sachs, BT, Emira Group and Hardington Capital.

Equally comfortable operating in any design environment as either a sole designer, part of a team or freelance. I have direct experience in both and leading design output independently while collaborating with and managing in-house or remote designers, contractors and freelancers while also working effectively as part of a team.

I'm just as happy with full ownership of a project from initial concept through to final delivery as I am collaborating with designers, clients, senior Business Development and Marketing stakeholders while understanding the design standards and attention to detail that high-end creative solutions demand.

I'd love the opportunity to bring that experience to your business and help shape something truly exceptional, *let's work together*.

Yours sincerely,
Kieran Sharma



Professional Summary

Creative Designer with experience brand, campaign, and digital design across diverse sectors. Led creative direction at senior level within a corporate and creative environments, managing and mentoring designers, and ensuring high standards of brand consistency across multi-channel executions. Experienced in collaborating with senior stakeholders, CMOs and external agencies to deliver strategic, high-impact creative solutions. Combines hands-on design with leadership and workflow management skills. Continuing to deliver freelance projects for clients including Edwardian Hotels and CT Carbon, while open to design roles, freelance or contract opportunities.

Recent Freelance

Edwardian Hotels | The May Fair

Multi-day, on-site design and artwork production for Edwardian Hotels' The May Fair Hotel, including print, pre-press and interactive digital deliverables.

- Built and applied consistent brand-aligned style systems across a large-scale, multi-page interactive art guide
- Introduced automated, high-volume personalised print production for a large guest list, saving significant manual production time for the client
- Developed interactive PDF navigation, including rollover-highlighted floor maps and page-jump functionality
- Managed pre-press, creative artwork accuracy and print-ready output under tight turnaround

Work History

Lead Designer

Campions Group | London

Campions Group operates multiple brands, four of which I oversee for all design output and brand development.

Key responsibilities include:

- Consolidated design output across four brands, reducing external agency spend and improving turnaround times.
- Leading creative direction and ensuring brand consistency across multiple brands.
- Developing and maintaining brand guidelines.
- Collaborating with senior leadership and stakeholders across the business.
- Improving design workflow processes and resource management.
- Delivering creative solutions across marketing and business communications.

Senior Designer

Chestertons | London

Award-winning London property agency.

- Brand guardian following a major rebrand, rolling out new guidelines and consistent implementation across all channels
- Art directed a full production photoshoot (14 models, studio hire, H&MU, stylists), delivering a multi-format OOH campaign across London Underground, buses and six-sheet sites
- Designed and rolled out a localised market report series across all 32 London branches, driving measurable client engagement

Middleweight Graphic Designer

Schroders plc

- Delivered corporate design projects including brochures, reports, newsletters, events and advertising, from concept through to final production
- Produced both print and digital materials across business-to-business and consumer communications, working closely with stakeholders to ensure design quality and brand consistency

Delivered design for blue-chip financial clients including Goldman Sachs, supporting high-stakes corporate communications and investor-facing materials.

Client base

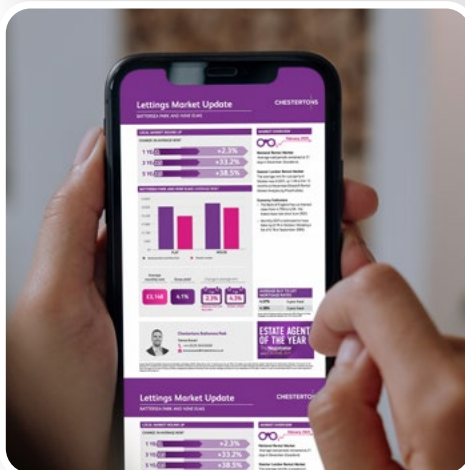
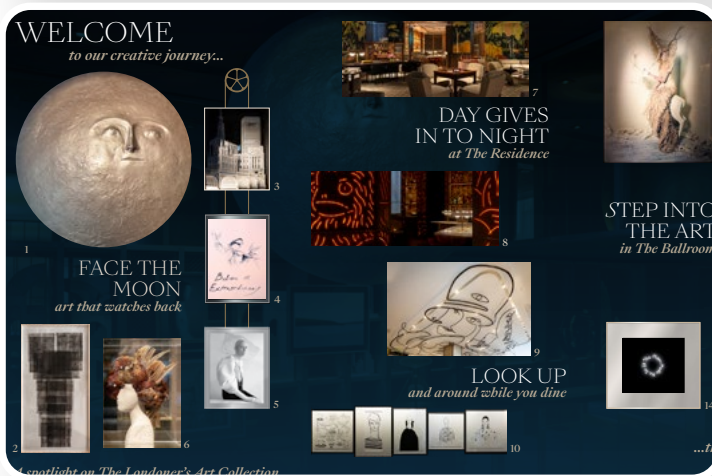
- Edwardian Hotels
- CT Carbon
- Goldman Sachs
- Hardington Capital
- Chaterbrook
- BT
- Druce

Skills and Expertise

- Creative Direction
- Team Leadership, Mentoring
- Brand Development and Guardianship
- Campaign Design, OOH Advertising
- Multi-channel Design
- Concept Development
- Agency and Contractor Management
- Stakeholder Management, Cross-functional Collaboration
- Workflow Management
- Quality Control and Brand Consistency
- Adobe Creative Suite: InDesign, Illustrator, Photoshop, After Effects, Acrobat
- PowerPoint, Figma, Claude.ai

PORTFOLIO PREVIEW

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