

CREATE ENERGY

MAKE SOME NOISE

BEAUTIFUL IDEAS HATCH
AND GROW.

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 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 comfortable owning a project from initial concept through to final delivery as I am collaborating with designers, 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. Now seeking design roles, freelance or contract opportunities.

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.

- Delivered creative solutions across brand, marketing campaigns and corporate communications.
- Acted as brand guardian following major rebrand, overseeing implementation across all channels and implementing new brand guidelines across the organisation.
- Designed and rolled out a localised market report series across all 32 London branches, driving measurable client engagement
- Led art direction of a full production photoshoot (14 models, studio hire, H&MU, stylists) resulting in a multi-format OOH campaign across London Underground, buses and six-sheet sites.
- Worked closely with the marketing team and senior stakeholders to support strategic marketing initiatives.
- Managed external agencies and creative resources including motion graphics, photography and video production.

Middleweight Graphic Designer

Schroders plc

- Schroders plc, a competitive financial and asset management company.
- Provided design support within the financial services sector.
- Delivered corporate design projects including brochures, reports, newsletters, events and advertising.
- Managed projects from concept through to final production.
- Worked closely with internal stakeholders and clients to ensure design quality and brand consistency.
- Produced both print and digital materials across business-to-business and consumer communications.

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

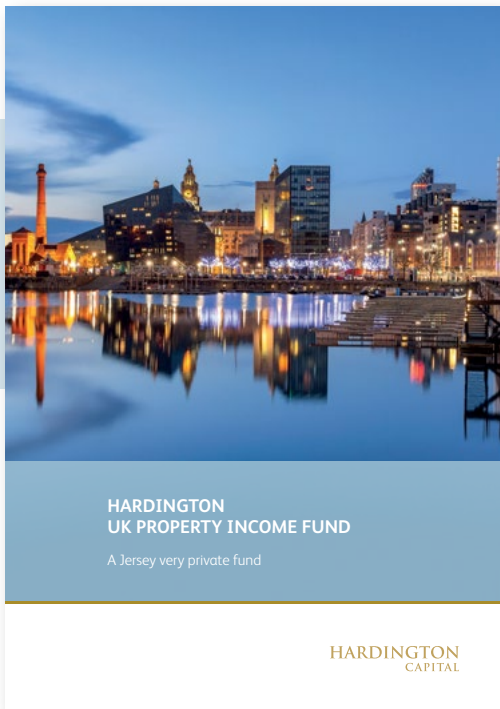
Client base

- 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

Brand Development.



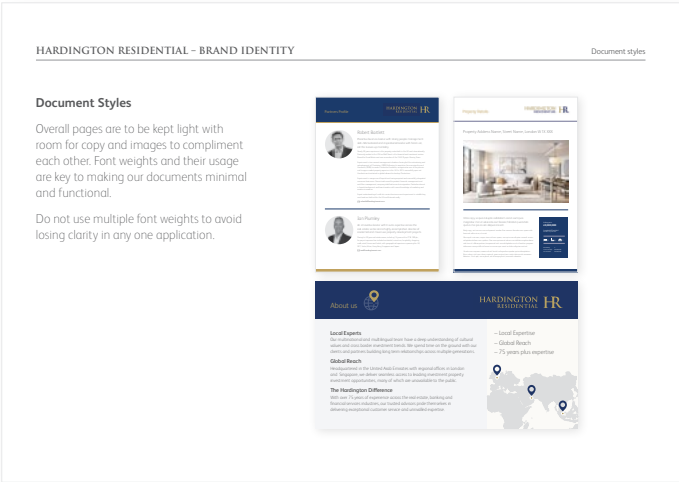
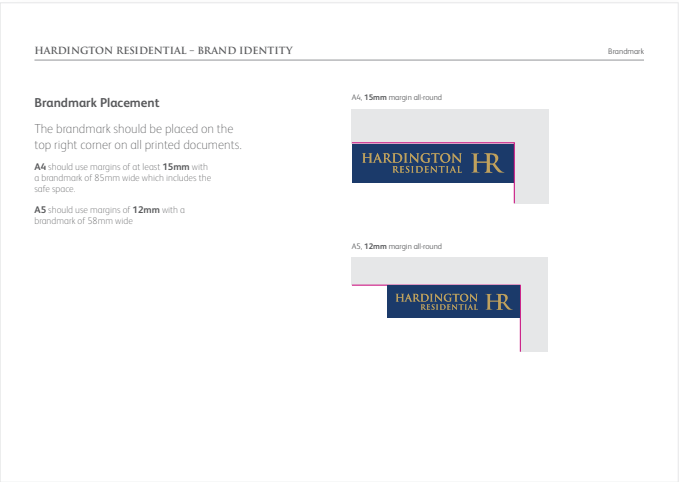
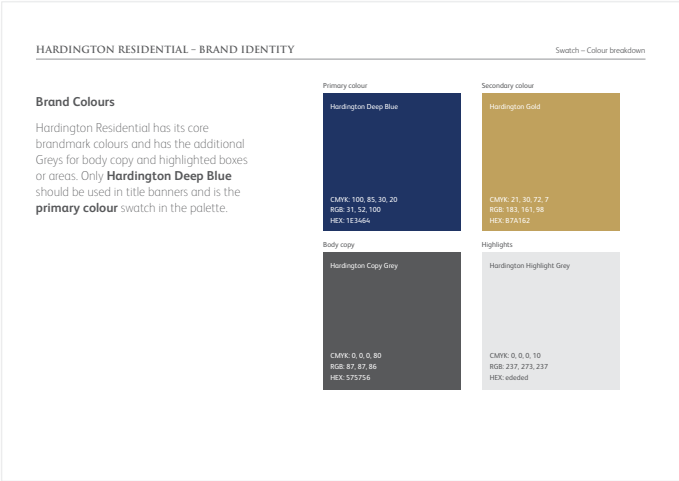
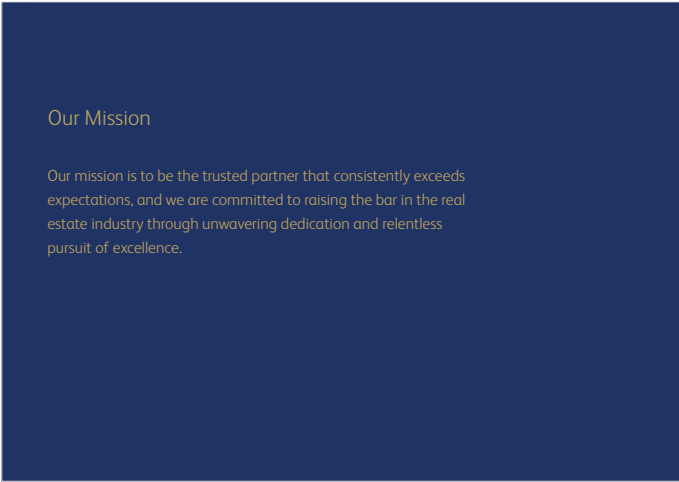
- Brand development
- Informational design

Developed a visual framework for **Hardington Capital**, a specialist real estate investment advisor and asset management company, creating reports and client fact sheets in the absence of established **brand guidelines**. I introduced core brand principles to provide clear direction and consistency across all materials, helping to shape the foundation of their developing brand style.

The reports incorporated infographics, icons and large typographic highlights to structure key information, making the content easier to absorb while maintaining clean, structured page layouts.

Development led to full guideline development and other collateral including slide-decks.

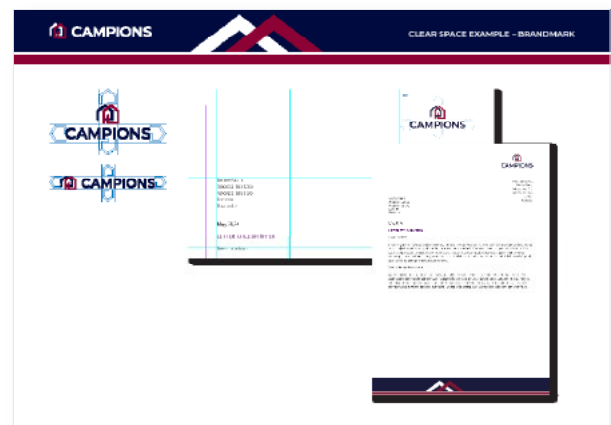
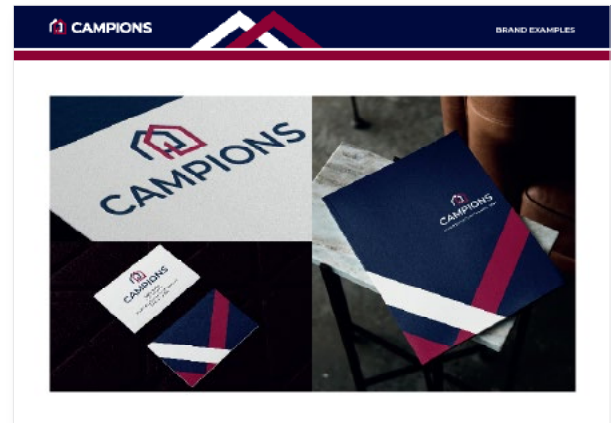
Brand Guidelines.



- Brand development
- Brand adaptation

The development continued throughout Hardington Capital, Private and Dubai based Hardington Residential. Setting a transferable design system for each team to implement throughout their individual marketing needs.

Re-branding.



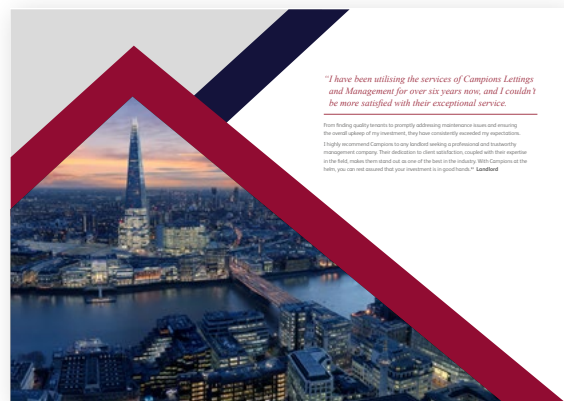
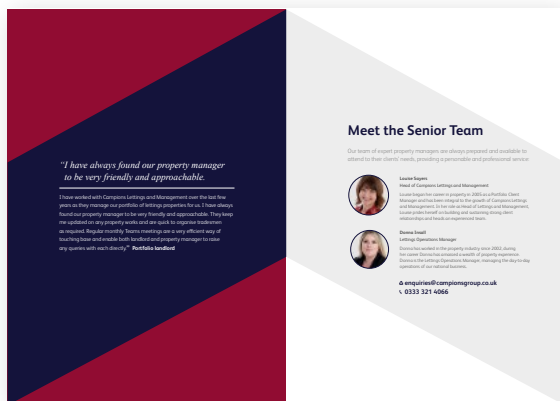
- Brand marketing
- Collaboration

Campions – an amazing opportunity to reshape the brand and the brands within.

Collaborating with an external agency felt the best approach for this project, using brand knowledge and branding expertise. The process went through 3 design stages with a clear and professional winner. The double-house logo; is to represent moving on to your next home as well as a portfolio network. The use of the macro chevrons give a secondary asset.

This lead to a complete company roll out including design systems for designers and stakeholders.

Brand Marketing.



- Brand marketing
- Layout
- Brand application
- Awareness
- Adaptability

Demonstrating the ease of application of the new branding this was one of the first marketing collateral to use the new design system and branding to great effect.

Imagery and content flows are often difficult to marry up for informative and clean layouts but the new designed branding make the job easy while being visually effective and adaptable

Campaign.



- Campaign assets
- Photography
- Vehicle livery
- OOH
- Social media

Developed creative for Chestertons' TONS MORE campaign, designed to promote both the brand's sustainability message and its wider marketing initiative. The taxis were photographed in recognisable city locations, creating versatile campaign imagery that could be repurposed across both print and digital marketing channels.

- Designed and produced vinyl wraps for a fleet of electric taxis.
- Art directed campaign photography across multiple London locations.
- Created campaign assets for outdoor, print, and social media channels.

CHESTERTONS
London's Estate Agent



Chestertons has been helping people buy, sell, rent and manage properties across London for over 200 years.

To see how we can help you, email us at values@chestertons.com or scan the QR code.



LONDON NETWORK

31 branches across London
Chestertons has 31 branches across London that will work around the clock to find you the best tenant.

GLOBAL REACH

Global exposure for your property
We have an international network that will give your property exposure in countries across Europe, the Middle East and Asia.

CORPORATE DEPARTMENT

Highest-calibre tenants
Our Corporate Department works with the world's largest tech, media, legal and financial companies to help them find accommodation for their employees.

TECHNOLOGY

Simplifying the process
We use the best available technology to ensure we get the highest quality, most reliable tenants and provide you with a seamless, hassle-free service.

SHORT LETS

Up to 50% more rental income
Our landlords have the opportunity to earn up to 50% more rental income and increased flexibility by using our Short Lets service.

Corporate reports.



- Local guides
- Editorial design
- Brand consistency
- Business impact

Chesterton's has 32 branches across London, each requiring localised statistics and insights for their specific property markets.

To present this information clearly, I created a masthead for "inside/", using full-bleed imagery of iconic local landmarks to give each report a distinctive, magazine-style cover while creating visual interest tailored to each area. Inner pages were designed to deliver information in concise, easy-to-read sections to maintain reader engagement.

- Initially produced for a single branch, the report's success and strong client engagement led to it being rolled out across all 32 branches.

inside

Review of the *Kensington & Chelsea* residential property market

Issue 1

LIMITED AVAILABILITY FUELS OFFERS

SALE PRICES SOAR AS BUYER
COMPETITION GROWS

RENTERS HAVE THEIR PICK

DRAMATIC INCREASE
IN NUMBER OF
PROPERTIES TO RENT

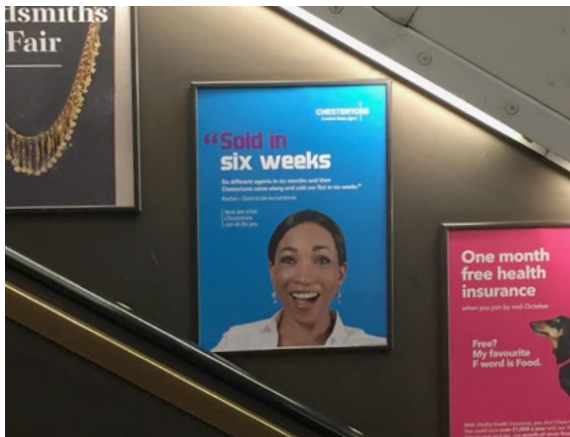
REGENERATION TRIGGERS DEMAND

EXCITING TIMES AHEAD FOR
EARLS COURT



CHESTERTONS

Creative direction.

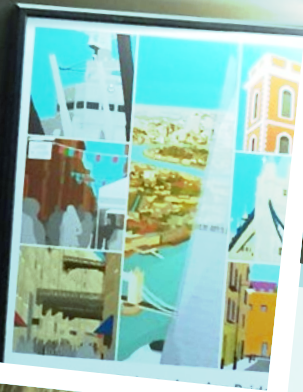


- Art direction
- Production management
- Campaign development
- Large-scale media rollout
- Team collaboration

Following the success of an advertising campaign using stock photography to represent real client testimonials, I was tasked with recreating the campaign using original photography to present a more authentic representation of the client base.

I sourced models and art directed a full-day photoshoot, managing production logistics including studio hire, photographer, hair and make-up stylist, 14 models and two dogs.

The shoot successfully captured a more genuine and relatable campaign visual style, which was rolled out across multiple OOH formats including London Underground stations, buses and six-sheet posters, as well as social media and in-branch displays.



Marketing.



- Brand marketing
- Illustration

Redesign of a client-facing brand pack used by agents when meeting prospective clients. The pack contained company products and service information, business and team cards, all housed within a specially engineered folder.

A bespoke cover illustration was created for the project, designed to be scalable and adaptable so it could evolve into different illustrated cityscapes for future brand applications.