



SEAN STEMBRIDGE

PROFILE

Experienced senior designer and brand guardian with over 16 years of experience delivering engaging creative solutions for SMEs to global corporate organisations.

As a brand guardian, I protect the reputation of the brand. I am responsible for ensuring that there is a clear, consistent and coherent visual brand identity and key messaging that is applied across all touchpoints. In addition, I am involved in the development and nurture of the core brand architecture to reflect the central values of the business and persona in every brand experience.

As lead/senior designer I also design campaigns from conceptualisation through to delivery for multi-channel brand experiences that support the marketing strategy. Typically, this campaign work comprises delivery across web, email, social, print and digital content.

I have led small design teams and operate as the direct contact/interface with wider marketing teams and external clients. I am confident to project manage and coordinate cross functional teams to deliver complex projects.

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 www.linkedin.com/in/seanstembridge

 Clean driving licence and own car

CAREER

Director
Apr 2003 – Present

Creative Chameleon Ltd (Formerly SMS Designs)

Founder of a multi-disciplined design and marketing agency.

THE ROLE

- To manage all day-to-day business operations
- To manage and deliver all aspects of client projects
- To manage the creative team, external suppliers and contractors
- To deliver responsive user experience and user interface design solutions
- To deliver cross media campaigns for a range of clients that incorporate web, print, email, digital and social media
- To deliver integrated campaigns targeted at horizontal and vertical markets

Creative Director
Dec 2010 – Present

Fraktul Ltd

Multi-disciplined design and marketing agency.

THE ROLE

- To manage and deliver all aspects of client projects
- To manage the creative team, external suppliers and contractors
- To deliver responsive user experience and user interface design solutions
- To deliver cross media campaigns for a range of clients that incorporate web, print, email, digital and social media
- To deliver integrated campaigns targeted at horizontal and vertical markets

Senior Designer / User Interface (UI) / User Experience (UX) Design
Apr 2017 – July 2019
(contractor)

Compliance Solutions Strategies

Responsible for User Experience and Graphics Design for Compliance Solutions Strategies (CSS) which is a global RegTech platform delivering a set of comprehensive and complementary technology-enabled regulatory solutions that serve compliance professionals across the financial services industry.

THE ROLE

- To manage brand integration and transition from four standalone companies to a single company with 10 sub-brands
- To act as brand guardian responsible for protecting the consistency and quality of messaging and creative execution
- To create new brand guidelines aligned to values, vision and mission
- To redesign all promotional material and campaigns
- To design and produce all print collateral including brochures, newsletters, factsheets and whitepapers
- To liaise closely with the wider marketing team to ensure design deliverables align with the overall marketing strategy
- To design and deliver integrated campaigns supporting product launches, advertising campaigns and international events
- To deliver user experience and interface design for the software applications

EDUCATION

Degree 2006

Northumbria University
Computing for Business BSc (Hons)
First-class honours

A Levels 2002

Heaton Manor School
Advanced VCE ICT (AA),
Systems & Control (C)

GCSE 2000

Heaton Manor School
8 GCSEs (A-C) including
Maths, English and Science

PROFESSIONAL EXPERIENCE

- Branding
- Corporate Identity
- Digital Design
- Print Collateral
- Exhibition Design
- Annual reports
- Corporate literature
- Product brochures
- Social Media
- UI Design
- UX Design
- Web Design
- Presentation Design
- Signage
- Vehicle branding
- Marketing Strategy
- Newsletter Design
- Internal Templates

Senior Designer / User Interface (UI) / User Experience (UX) Design
Mar 2015 – May 2019
(contractor)

THE ROLE

Ascendant Compliance Management

Ascendant offers innovative compliance consulting as well as ACM which is a SaaS enterprise solution for managing compliance functions for financial services firms. Policies, testing, risk management and reporting are just some of the features supported, within a distributed, secure environment.

- To act as brand guardian responsible for protecting the consistency and quality of messaging and creative execution
- To deliver user experience and interface design for the software application
- To design and produce all print collateral brochures, newsletter, factsheet and whitepapers
- To deliver cross media campaigns that incorporate web, print, email, digital and social media
- To liaise closely with the wider marketing team to ensure design deliverables align with the overall marketing strategy

IT Manager / Design & Marketing
Apr 2006 – Dec 2017

THE ROLE

Ryecroft Glenton

Founded in 1901, Ryecroft Glenton (RG) focuses on delivering exceptional financial and strategic advice. For over 100 years they have helped their clients adapt to change and exploit innovation.

- To management and implement IT Infrastructure
- To develop and execute IT Strategy and policies
- To manage the internal IT team, provide creative leadership, manage workflow and measure performance
- To liaise with key stakeholder internally to determine requirement and efficiency gains
- To create and manage the IT budget
- To liaise with external suppliers
- To work with the marketing team to develop strategy and create corresponding collateral

Director
Jul 2011 – Dec 2016

THE ROLE

Live Gluten Free Ltd

LiveGlutenFree (LGF) was a small team committed to getting a better deal for anyone who's coeliac, has a gluten intolerance, or has just chosen a healthy gluten-free diet. They helped their community find gluten-free friendly places to stay and eat as well as delicious food products and recipes. Within one year, I built LGF into the largest gluten-free resource online harnessing social media, SEO, corporate partnerships and exhibitions.

- To manage all day-to-day business operations
- To design all promotional material and campaigns
- To design the brand and be brand champion responsible for protecting the consistency and quality of messaging and creative execution
- To deliver user experience and interface design for the website and mobile application
- To manage social media platforms
- To deliver integrated creative solutions to support strategic events
- To manage Corporate Accounts

PERSONAL ATTRIBUTES

- Managing and directing creative/design teams
- Understanding the correlation between sales objectives and design solutions
- Managing projects from concept to delivery
- Concept generation
- Client liaison
- Flexibility/Teamwork
- Independence
- Communication
- Organisation

TECHNICAL SKILLS

- Adobe Suite (inc. Illustration, Photoshop, InDesign and XD)
- Microsoft Office Products (Inc. Word, Excel and PowerPoint)
- WordPress
- Mac and MS Windows
- Email Marketing (inc. MailChimp and Hubspot)
- Google Analytics
- PPC Advertising

INTERESTS

- Art and Design
- Community Involvement
- Hiking
- DIY
- Laser Cutting

REFERENCES

On Request

WORDS FROM CO-WORKERS

Melissa Maleri, MBA
EVP, Global Marketing
Compliance Solutions Strategies

Sean is an amazing asset to any marketing team. His positivity is contagious, his enthusiasm for all things branding, design and aesthetic is inspiring. He jumps in wherever needed to help his team and get things done. He understands corporate objectives and how to balance that with budgetary constraints. He has big ideas and works to see them through to completion. All in all, Sean is an absolute pleasure to work with and have on your team. Hands down one of the best team members I've ever had!

Mike Chiappetta
Marketing Manager
Ascendant Compliance Management

Sean is a powerhouse component to any organization, showcasing incredible versatility, creativity, professionalism and dedication to his role. His ability to collaborate with many different stakeholders and drill down to the essence of a project while simultaneously keeping a macro view is an invaluable skill that is crucial in the midst of continuous deadlines. I have worked for various global corporations that retain top-level talent trained at Ivy League universities and through storied executive programs, yet only a handful of individuals I've come across could approach the scope of Sean's talents and drive. He is a selfless teammate, a devoted employee and a principled individual. Any company would be fortunate to have him as part of their organization.