

PAUL ROBINSON

SENIOR CREATIVE DIRECTOR & PRODUCT DESIGN DIRECTOR

PAPERWALL.CO.UK

+44 7749 52 56 18
PAUL@PAPERWALL.CO.UK

I'm a visionary and results-driven leader with extensive experience as a global creative director & product design director working both in house and agency side - B2B & B2C. I bring an unwavering commitment to excellence and innovation, consistently delivering valuable and award-winning experiences. My strategic leadership and creative acumen have driven growth across diverse sectors and organisations. As a natural team leader, I've managed up to 10 direct reports and provided direction to large global design teams both internally and externally. My two-decade career spans the full eco-system of creative and design - branding, product design, responsive websites, apps, global advertising and marketing campaigns - through the line. Beyond my executive expertise, I'm an acclaimed artist, with my art held in collections worldwide, as well as working with global institutions and brands.

GLOBAL LEAD EXPERIENCE

- Two decades of experience as a Creative & Product Design Director, working with FTSE 100 companies and global brands.
- Successfully managed up to 10 direct reports, plus led and grew large global design, creative, and UX teams both internally and externally.
- Demonstrated a consistent ability to deliver results and drive business growth through innovative and customer-centric design strategies.

STRATEGIC VISION & LEADERSHIP

- Led company-wide discovery and implementation of a design language system, revolutionising branding, campaign, UX, illustration, iconography, typography, photography, shop, and product.
- Strategically improved vertical and horizontal customer journeys for all products, resulting in increased customer engagement and satisfaction.
- Fostered a collaborative and creative environment, driving teams to deliver excellence with data-driven results.

BUSINESS GROWTH & ROI

- Successfully unified creative, design, and UX resources internally and externally, optimising consistency and reducing design costs.
- Led the sage.com global relaunch, resulting in a 20% increase in e-commerce transactions.
- Pitched and raised CAPEX for ambitious in-house creative projects, proving the value of innovative

CAREER HISTORY

10.2020 - PRESENT

CREATIVE DIRECTOR
LUAP

2017 - 2020 - PERM

SENIOR CREATIVE DIRECTOR / PRODUCT DESIGN DIRECTOR - GLOBAL LEAD
Sage (FTSE 100)

2015 - 2017 - FREELANCE

CREATIVE DIRECTOR / PRODUCT DESIGN DIRECTOR
Olgivy, Accenture, Tigerspike Dubai, Homemade Digital, Thomas Cook

2013 - 2015 - CONTRACT

CREATIVE DIRECTOR / PRODUCT DESIGN DIRECTOR BRAND AND PRODUCT
Travel Supermarket (Moneysupermarket FTSE 250)

2012 - 2013 - FREELANCE

CREATIVE DIRECTOR / PRODUCT DESIGN DIRECTOR
KPMG, Oliver, Karmarama, LBi Digitas, Salterbaxter, Homemade Digital

2011 - 2012 - CONTRACT

CREATIVE DIRECTOR / PRODUCT DESIGN DIRECTOR BRAND AND PRODUCT
CMC Markets

2010 - 2011 - CONTRACT

SENIOR DESIGNER / ART DIRECTOR
Comic Relief

2010 - FREELANCE

SENIOR DESIGNER / ART DIRECTOR
Profero, Saint London, Meteorite, Sapient, JWT, WhiteCoat Productions, RKCR

2009 - 2010 - PERM

SENIOR USER INTERFACE DESIGNER
The Grand Union

2007 - 2009 - FREELANCE

SENIOR DESIGNER
RMG Connect, Bostock & Pollitt, Golly Slater, Dare Digital, Camelot, Burson Marsteller, DLKW, Living Designs, The Marketing Store, The Small Backroom, Media Ingenuity, Ogilvy, Work Comms, Exposure

2006 - 2007 - PERM

MIDWEIGHT DESIGNER
Tribal DDB

2005 - 2006 - FREELANCE

JUNIOR DESIGNER
Delete London

SECTORS & BRANDS

Throughout my career, I have partnered with notable brands in diverse sectors, leveraging my ability to shape new concepts and drive innovation:

AUTOMOTIVE	Ferrari/Shell, Ford, Honda, Volkswagen
CHARITY	Amnesty, Cancer Research, Children In Need, Comic Relief, DEC, GOSH, Macmillan, Save The Children, Shelter
COMMS	BBC, Financial Times, Freeview, Getty, Love Film, MSN, The Guardian
ENERGY	British Gas, E.on, Esso, Saudi Aramco, Shell
FASHION	Harvey Nichols, Hugo Boss
FINANCE	Alexander Forbes, CMC Markets, HSBC, KPMG
F&B	Coca-Cola, Guinness, Heinz, Mcdonald's, Sab Miller, KetelOne
MEDICAL	Gmc, Harley Medical
RETAIL	B&Q, Boots, Ebay, Iceland, John Lewis, M&S, Superdrug, Waitrose
SAAS	Sage
TECH	Motorola, Paypal, Philips, Samsung, Sony Ericsson, Cisco
TRAVEL	Emirates, Small Luxury Hotel Amba, Star Alliance, Thomas Cook, Travel Supermarket

KEY SKILLS & PASSIONS

- CREATIVE, UX AND DESIGN DIRECTION
- 360° CONCEPTUAL THINKING - THROUGH THE LINE
- PHOTO & VIDEO DIRECTION
- UI/UX, WEB, MOBILE & SOCIAL MEDIA
- CREATIVE STRATEGY
- PITCHING & PRESENTING
- STRATEGIC TECHNOLOGY CREATION & PRODUCT ROADMAP
- BRANDING (CREATION, DEVELOPMENT, MANAGEMENT)
- CONCEPT & EXECUTION OF INTEGRATED CREATIVE CAMPAIGNS
- USER RESEARCH (QUANT & QUAL)

EDUCATION

2002 - 2005

BA (HONS) FINE ART
UCA Canterbury

2001 - 2002

BTEC ART & DESIGN FOUNDATION A LEVEL PHOTOGRAPHY
Grimsby College of Art & Design

1999 - 2001

A LEVEL ART & DESIGN
A LEVEL DESIGN & TECHNOLOGY
A LEVEL MATHEMATICS
Cleethorpes Sixth Form