

Neil Robinson

Senior Brand and Design Professional

Strategic, hands-on design leader with nearly a decade of senior leadership experience and a 20-year career shaping and elevating brands across global markets. Proven success directing multi-brand creative functions in fast-paced, agency-style environments, aligning design strategy with business goals and delivering high-impact identities across digital, print, motion, experiential, and environmental channels. Skilled in building and inspiring creative teams, integrating emerging technologies to drive innovation, streamline workflows, and strengthen brand storytelling.

EXPERIENCE

Brand & Creative Consultant

July 2025 - Present

Established Seventy Seven

Independent consultancy delivering brand identity, creative direction, and digital design for clients in video production, recruitment, and executive search.

- Developed refreshed brand identities and design systems, embedding values and guidelines across digital and motion.
- Created logos, campaign materials, and branded collateral, ensuring consistent application across platforms.
- Designed and prototyped UI/UX for a global executive search company, aligning functionality with brand principles.
- Acted as brand guardian and project lead, collaborating directly with clients and managing creative output to meet objectives.

Global Head of Design

December 2016 - August 2025

Tenth Revolution Group

Directed brand and design for a global, multi-division organisation operating across EMEA, North America, and APAC. Led the creative vision for seven distinct brands spanning AWS, Microsoft, Salesforce, and ServiceNow markets.

- Defined and executed brand architecture and positioning for high-profile launches and rebrands, ensuring cohesive narratives across channels and markets.
- Established global brand guidelines, scalable design systems, and reusable toolkits, reducing production time by up to 30% and ensuring visual consistency.
- Partnered cross-functionally with marketing, social, and content teams to embed visual storytelling into campaign strategy, driving stronger audience engagement.
- Oversaw UI/UX collaboration for responsive websites, optimising user journeys to increase candidate conversion and client engagement.
- Directed photography and video for leadership profiles, brand campaigns, and employer branding, ensuring high creative standards and market relevance.
- Built and mentored a high-performing in-house design team, fostering professional growth and delivering against tight global deadlines.
- Introduced new technologies, including AI-assisted creative workflows, to improve efficiency and inspire innovation.

Graphic & Web Designer

March 2015 - December 2016

Tenth Revolution Group

Designed impactful digital and print collateral across multiple divisions, refining visual identities and developing responsive website layouts.

Senior Designer

September 2003 - January 2013

Printing.com / Worm Creative

Delivered brand identities, campaigns, and collateral for a busy print and design studio, while managing junior designers and client workflows.

CORE COMPETENCIES

Creative Leadership

- Brand architecture & identity systems
- Stakeholder alignment
- Cross-functional collaboration
- Brand governance
- Supplier management
- Brand enablement tools

Design Execution

- Campaign & multi-channel rollout
- UI/UX & accessibility alignment
- Scalable design systems
- Motion design & video editing
- Front-end responsive web design

EDUCATION

Leeds Beckett University

BA (Hons) Graphic & Product Design

1996 - 1999

CONTACT

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Selected work

