

Jordan Femi-Famakinwa

Senior Brand & Digital Designer / Design Lead

jordanfemidesign.com

jordanfemi@hotmail.com | +44 7722 414 501 | London, UK

ABOUT ME

Senior Brand & Digital Designer with 10+ years' experience delivering strategic, multi-channel design across corporate, technology and B2B sectors. I specialise in brand systems and integrated campaigns spanning digital, motion, web, social and print. Experienced in partnering with senior stakeholders to translate complex objectives into clear, high-impact visual communication. Genuinely embedded in AI-assisted workflows day to day, using Claude and Claude Code for concepting and production, and Kling for AI-generated video, not as an experiment, but as a working part of how briefs get delivered.

CORE EXPERTISE

- Brand systems, visual identity and integrated campaign design
- Digital and multi-channel communication
- Motion graphics and video production, including AI-assisted workflows (Claude, Claude Code, Kling)
- Editorial, print production, creative direction and stakeholder alignment
- Design systems, template development and workflow optimisation
- UI and web design (Figma, Adobe XD)
- Mentoring and creative guidance

PROFESSIONAL EXPERIENCE

Senior Brand & Digital Designer / Design Lead

Kennedys Law LLP, London, UK

Jan 2023 to Present

- Lead the delivery of brand and digital assets across video, motion, web, social, internal communications and print for a global law firm operating across multiple territories, ensuring consistent and high-quality visual output.
- Own creative direction for integrated campaigns and key communications, aligning design solutions with brand standards, business objectives and stakeholder expectations.
- Partner directly with Global Partners, HR, Business Development, Marketing and Events teams to translate complex briefs into clear, strategic visual solutions.
- Spearheaded the evolution of the firm's video and motion output, establishing enhanced in-house production capabilities and significantly improving the quality and impact of digital content.
- Developed and implemented scalable digital branding guidelines adopted across international offices to strengthen global brand consistency.
- Built modular design systems and reusable templates to improve efficiency, reduce turnaround times and empower non-design stakeholders to produce on-brand materials.
- Introduced improved creative workflows and production processes, helping streamline design delivery and increase efficiency across internal teams.
- Act as a senior creative advisor, guiding brand execution and digital communication standards across departments while supporting creative decision-making on key projects.
- Built an AI-assisted production pipeline using Claude and Kling, applying it to live video and content generation work.

Senior Designer

Lane Clark & Peacock LLP, London, UK

Mar 2020 to Dec 2022

- Led the creation of integrated campaign assets including digital reports, presentations, microsites, motion content and event branding.
- Designed high-value business development materials supporting senior consultants and client acquisition initiatives.
- Developed interactive web-ready documents using Foleon to enhance digital engagement.
- Ensured brand consistency across multi-channel outputs while collaborating with marketing and consulting teams.
- Mentored junior designers and supported creative quality control across projects.

Lead Designer

Carbon Clean UK, London, UK

Jan 2019 to Jan 2020

- Led a comprehensive brand modernisation initiative, repositioning the company's visual identity to reflect innovation and global ambition within the sustainability sector.

- Developed cohesive visual systems applied across sales materials, social campaigns, motion content and digital platforms.
- Designed presentations and product explainers to support commercial growth and international exhibitions (Dubai, Italy, Las Vegas).
- Delivered motion and video assets to strengthen brand storytelling and engagement.

Marketing Designer

The Motorsport Network, London, UK

Jan 2018 to Jan 2019

- Produced performance-focused digital assets driving subscription growth across multiple media brands.
- Delivered print and digital collateral for high-profile events and campaigns.
- Worked cross-departmentally to execute high-volume campaign work within tight deadlines.

In-House Designer

FitFuelUK, London, UK

Jul 2016 to Dec 2017

- Led visual direction across packaging, social media, retail collateral and digital campaigns.
- Designed web layouts and collaborated with developers on UX decisions.
- Created branded assets and illustrated content to support partnerships and brand growth.

Graphic Designer

Bounts Limited, London, UK

Jun 2015 to Jun 2016

- Led branding and UI design for the WellCarrot app, including logo development, visual identity and interface layouts.
- Produced marketing and promotional assets across digital and print.

SKILLS

Adobe Suite: InDesign, Illustrator, Photoshop, After Effects, Premiere Pro

Digital & UI: Figma, Adobe XD

AI & Emerging Tech: Claude, Claude Code, agentic AI workflows, AI-assisted video and content generation (Kling)

Productivity: Microsoft 365 (Word, PowerPoint, Teams)

EDUCATION

University of Lincoln

Bachelor's Degree in Product Design, 2:1, 2013

PORTFOLIO

jordanfemidesign.com: self-built and deployed using Claude Code, including case studies covering the Kennedys global brand system and an AI video production pipeline built on Kling.