

Senior art director and creative director with over 30 years' experience shaping high-profile editorial brands and commercial projects across the UK, the Middle East and international markets. Proven track record in creative direction, magazine redesigns, brand launches and relaunches, and multi-platform visual storytelling. Experienced in leading remote and multidisciplinary teams, directing photography and content production, and developing creative concepts that balance strong visual identity with editorial and commercial objectives. Combines extensive publishing experience with hands-on expertise in art direction, food styling, photography and content creation.

Freelance Art Director

January 2026 – Present

Freelance art director and creative director working across editorial, publishing, food, lifestyle and brand content.

Freelance Art Director, HELLO!

July 2024 – January 2026

- Art direction across editorial, ensuring brand consistency and production values.
- Collaborate closely with editors, picture desk, and production to deliver impactful features.
- Direct photography usage, layouts, and design execution in line with HELLO!'s luxury brand positioning.

Acting Art Editor, Reach PLC

July 2023 – April 2024

- OK!, New, Notebook, S Magazine, Love Sunday, TV Life, We Love TV, Saturday Magazine and Hot TV
- Played a key leadership role in

the redesign and relaunch of OK!

- Defined and executed the magazine's creative vision in close partnership with the editor.
- Managed and mentored three art editors and four designers remotely across nine weekly titles.
- Ensured photography, layouts, and visual storytelling aligned with editorial direction, audience insights, and industry trends.
- Acted as the central creative liaison between editorial, picture, imaging, and production teams.
- Directed celebrity studio shoots and major award events, including the National Television Awards.

Freelance Creative Director, Art Director

March 2020 – July 2022

Professional Player Magazine

- Led a full magazine and website redesign, overseeing concept, visuals, and delivery.

Cocoa Girl

OK! VIP Magazine

- Delivered end-to-end creative direction across editorial design, branding, photography, and digital platforms.

Art Director, Grazia Middle East and Grazia Qatar

February 2019 – March 2020

- Led art direction across print and digital platforms for two major international fashion titles.
- Delivered high-impact layouts, cover design and collaborated with photographers, and stylists.

Art Director, Friday Magazine, Gulf News

December 2013 – February 2019

- Art Director for Friday Magazine, the Middle East's biggest-selling newspaper supplement.
- Delivered award-winning editorial design and photography direction.

SKILLS

- Creative and art direction (Print and Digital)
- Brand redesigns and relaunches
- Editorial design and visual strategy
- Team leadership and remote management
- Photography and styling direction
- Celebrity and studio shoot direction
- Commercial and sponsored content
- Food styling, photography and recipe development
- Video art direction



COMMERCIAL PROJECTS

The Guardian Labs

Recipe developer, food stylist and photographer

I have worked with The Guardian Labs on commissioned food projects, developing, styling and photographing recipes for editorial and commercial campaigns. Recent commissions have included creating and photographing three simple, accessible recipes aimed at a student audience, as well as collaborating with American Pistachio Company on a campaign featuring three original recipes.

Nutricook

Recipe developer, food stylist and photographer

I was commissioned by Dubai-based Nutricook to create a series of recipes and accompanying photography for the launch of its latest innovation, Nutricook Frost. I developed, styled and photographed the recipes for an online recipe book, creating visually engaging content designed to showcase the versatility and functionality of the new appliance.

Hello Fish

Recipe developer, food stylist and photographer

I created 12 original recipes with full visual content for one of the UK's leading online seafood retailers.

Spinneys, United Arab Emirates
Art Director and food stylist

I joined the product launch team for one of the UAE's first meal-kit ranges. I directed how-to recipe videos, styled the food and developed the visual presentation for in-store displays.



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