



GINA DEEN

Senior Creative | Design Lead | Branding & Signage

CONTACT

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CORE SKILLS

PROFESSIONAL STATEMENT

Senior Creative Designer and Design Leader with 19 years of experience delivering branding, signage, and visual content solutions for major UK and global brands. Proven track record of transforming creative direction into measurable business outcomes, including increased client acquisition, improved operational efficiency, and stronger brand presence across physical and digital channels including product and lifestyle photography, marketing collateral and multi-brand creative management. Combining design expertise with content strategy, photography, and videography to elevate brand story telling and social media engagement. Recognised for leading high-performing teams, driving innovation, and consistently delivering projects on time, within budget, and above client expectations.

- Brand identity & rebrand rollout
- Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Visual communication & campaign design
- SketchUp & Chaos V-Ray (3D visualisation)
- Wayfinding & environmental graphics
- AI-assisted research & ideation tools
- Exhibition, POS & spatial design
- Product & lifestyle photography · marketing collateral
- Creative direction across print & digital
- Client management & pitch delivery
- Mentoring, team leadership, recruitment
- Budget, timeline & supplier management
- Strategic thinking & commercial awareness

EDUCATION

BACHELOR OF ARTS
IN VISUAL DESIGN
VILNIUS ACADEMY OF ARTS

WORK EXPERIENCE

ASHLEIGH
SENIOR CREATIVE DESIGNER
April 2022 - February 2026

- Led the delivery of creative concepts and brand implementations for premium British brands, ensuring consistent alignment with client vision while improving turnaround times and client satisfaction.
- Strengthened Ashleigh's position as a go-to creative partner, contributing to new business opportunities and expanding existing client relationships.
- Translated client briefs into high-performing creative solutions, anticipating future brand needs and increasing repeat business.
- Introduced enhanced creative processes and tools, improving design quality and efficiency across projects.
- Mentored and developed creative teams, resulting in improved output consistency and stronger internal capabilities.
- Integrated photography and videography into branding and campaign work, supporting more engaging and cohesive visual story telling across client touchpoints, including digital platforms.

SKILLS

ADOBE ILLUSTRATOR
PHOTOSHOP
PRODUCT PHOTOGRAPHY
LIFESTYLE PHOTOGRAPHY
PREMIERE PRO
SKETCHUP
V-RAY
WAYFINDING
AI-ASSISTED TOOLS

LANGUAGES

FLUENT ENGLISH,
LITHUANIAN,
RUSSIAN

OMEGA SIGNS

HEAD OF DESIGN March 2008 - April 2022

- Directed creative output for major clients including Asda, Tesco, Sainsbury's, Mercedes-Benz, HSBC, and Wyndham Hotels, delivering hundreds of successful branding and signage projects.
- Led and restructured a design team (in-house + freelance), improving productivity, cost efficiency, and scalability, particularly during COVID-19 cost-saving initiatives.
- Increased studio efficiency by introducing new design systems, templates, and software, reducing production time and enhancing presentation quality.
- Played a key role in winning new business and retaining long-term clients through consistently high-quality creative delivery.
- Collaborated with production and project teams to reduce costs and streamline workflows, improving overall project profitability.
- Developed and implemented content and social media strategies, strengthening Omega Signs' digital presence and brand visibility.
- Produced and directed professional photography and videography, creating engaging visual content that improved social media engagement and brand perception.

Key Achievements:

- Won hundreds of rebranding and signage contracts with leading UK retailers.
- Delivered cost reductions and efficiency gains through improved planning and cross-team collaboration.
- Successfully maintained project delivery standards during organisational restructuring.

SCRIPTUS LTD

PROJECT MANAGER & DESIGNER

June 2007 - March 2008

- Delivered end-to-end projects from concept to completion, ensuring on-time, on-budget delivery across multiple concurrent projects.
- Coordinated internal teams and external vendors to achieve seamless execution and high client satisfaction.
- Defined project scope and managed risks effectively, reducing delays and ensuring consistent project success.
- Built and maintained strong stakeholder relationships with vendors, internal teams and clients.

TRAINING

DMM MANAGEMENT & DEVELOPMENT COURSE
