

Imogen Wredden

Senior Designer (Brand, Digital & UI/UX)

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Summary

Senior Designer with 7+ years' experience delivering strategic, high-quality design across brand, digital and marketing channels. Strong background in leading creative execution, shaping visual identity, and partnering cross-functionally to deliver work aligned to business goals. Confident senior voice with experience mentoring designers, owning end-to-end projects, and integrating emerging AI-driven design practices to improve efficiency and creative outcomes.

Core Skills

Design Leadership & Strategy

Creative direction · Brand stewardship & evolution · Campaign strategy · Visual storytelling · Stakeholder management · Cross-functional collaboration · Mentorship & design critique · Project ownership & prioritisation

Brand, Marketing & Communication

Brand systems & guidelines · Integrated campaigns · Concept development · Pitch decks & presentations · Art direction · Consistent multi-channel rollout

Digital, UX & Emerging Tech

UX / UI design · User-centred design · Design systems · Responsive web design · AI-assisted design workflows · Agentic development · Ethical AI awareness

Execution & Craft

Typography · Layout & composition · Illustration · Motion assets · Print & production · Attention to detail · Quality control

Tools

Adobe Creative Suite · Figma · Cursor · Webflow · Microsoft Suite · ComfyUI

Experience

Senior Designer - Freelance

Oct 2025 - Present | London / Remote

- Deliver brand, digital and print design for small businesses and independent clients, providing strategic creative support across early-stage and growing brands.
- Own projects end-to-end, from discovery and client briefing through to concept development, design execution and final delivery.
- Act as a trusted creative partner to clients, translating complex ideas into clear, effective and scalable design solutions.
- Led the full brand identity development for AI / tech startup Automate Digital, including visual identity, brand system and core marketing assets.
- Designed UI / UX for Automate Digital, shaping user flows, interface design and visual language to support product clarity and usability.
- Assisted in the development of the Automate Digital website and internal tools using Cursor, applying agentic development principles to support build efficiency and design implementation.

AI & Emerging Practice

- Completed a 4-week Memorisely AI Design Bootcamp, building hands-on experience in AI-assisted workflows, prompt strategy and ethical application.
- Developed skills in agentic development using Cursor, exploring autonomous and semi-autonomous systems to support design experimentation and creative production.
- Able to apply AI-informed approaches to enhance ideation speed, insight and problem-solving while maintaining human-centred design principles.

Senior Designer - Pion (formerly Student Beans)

Oct 2023 - Oct 2025 | London / Remote

- Lead design strategy and execution across brand, marketing and digital touchpoints, supporting company-wide rebrand and ongoing brand evolution.
- Directed homepage redesign from concept to delivery, aligning UX, visual identity and commercial objectives.
- Conceptualised and delivered multi-stage marketing campaigns, translating strategic goals into cohesive creative systems.
- Owned projects end-to-end - from research and ideation through to prototyping, delivery and optimisation - maintaining high standards across all outputs.
- Partner closely with product, growth and marketing teams to embed design thinking into wider business strategy.
- Acted as a senior design voice, mentoring peers, leading critiques and championing consistency and quality.

Designer - Westgate Communications

Jul 2021 - Oct 2023 | London / Hybrid

- Delivered creative solutions for corporate and education clients across digital, print, animation and environmental design.
- Designed and managed complex website builds for university clients, ensuring strong UX and clear content hierarchy.
- Produced storyboard-to-animation work, collaborating closely with motion and production teams.
- Contributed to pitch work and client presentations, communicating design rationale clearly to senior stakeholders.

Creative Artworker / Designer - Ehouse

Sep 2019 - Jul 2021 | London / Hybrid

- Progressed from creative artworker to designer, taking on increased responsibility across projects.
- Managed and supported a small team of artworkers, overseeing quality and consistency of output.
- Delivered branded assets across print and digital, ensuring accuracy, consistency and efficiency.
- Worked directly with clients to interpret briefs and respond to evolving requirements.

Education

BA (Hons) Graphic Communication & Illustration (Including a year in industry as a freelancer)

Loughborough University

Foundation Diploma in Art & Design

Leeds College of Art