

Josh West

Senior Designer

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I'm a conceptual, multi-disciplinary graphic designer with over a decade of experience shaping visual identities and delivering high-impact creative for some of the world's most recognised brands, including Adidas, Starbucks, Samsung, Citi and Barclays.

My work spans brand guardianship, campaign art direction, typography, storyboarding and multi-channel rollout, always rooted in strong ideas and executed to a high standard. A particular strength is bridging design and motion: building storyboards and art directing animators to carry campaign concepts into video and social. Having worked across both global creative agencies and in-house studios, I bring a combination of creative rigour and strategic brand thinking that's hard to find in one place.

I work best at the intersection of creative and strategic thinking: close enough to the brief to challenge it, and close enough to the craft to know when the idea is working.

EXPERIENCE

Citi (April 2023 – April 2026) – Senior Graphic Designer (FTC)

Joined Citi's in-house creative studio at a pivotal moment, playing a key role in the team's transition to a new global brand identity. Working closely with the Creative Director, I helped elevate the studio's design output across campaigns, social content and internal communications whilst maintaining a high creative bar across compliance-heavy output.

Key projects:

e for Education 2025

Led the creative concept and art direction for the e for Education 2025 global campaign, collaborating closely with a copywriter to develop a unified visual language across imagery and typography. Presented work directly to senior stakeholders across the bank. The campaign ran live across London Underground, online editorial takeovers and social.

Citi Institute Launch

Played a central role in the Citi Institute rebrand, collaborating with the New York office to design the flagship GPS Report cover template. Developed storyboards and worked with the animation team to concept the global launch film.

Paris Paralympic Pins

Designed a modular series of collectible pins for Citi's Paris 2024 Paralympic sponsorship, with each pin representing a different country while forming part of a unified circular composition. Delivered as a pitch concept with a clear reason to exist beyond the sponsorship itself.

IRIS Worldwide (April 2013 – April 2023) – Graphic Designer

Spent a decade at one of the world's leading independent creative agencies, growing from intern to senior-level responsibilities as the studio contracted through repeated rounds of redundancy. Worked across a diverse portfolio of global consumer brands, concepting and delivering campaigns across social, OOH, in-store and beyond.

Key projects:

ABRDN

Acted as the primary creative voice for ABRDN, owning the standard of all output before release and ensuring consistency and integrity across a complex, evolving institutional identity.

Starbucks Phantom Frappuccino

Developed key visuals for the Starbucks Phantom Frappuccino Halloween campaign, balancing bold atmospheric design with the established Starbucks aesthetic. Created detailed storyboards and worked closely with an animator to art direct the concept into motion. Campaign ran live across social and online editorial.

Starbucks Forget Me Not

Created key visuals for the Starbucks Forget-Me-Not summer campaign, taking the personality of an illustrated reusable cup and extending it into a bold, layered campaign world. Ran live across social and in-store.

Adidas Heat RDY

Concepted and art directed the Adidas Heat RDY campaign, using thermal imaging-inspired retouching to translate product innovation into a bold fashion-led visual language. Presented the campaign directly to the Adidas client to a strong reception.

Original Source

Art directed 3D artists and illustrators to build a rich layered visual world for the Original Source Wild Escapes competition campaign. Rolled out live in-store and online across the UK via a bespoke toolkit.

SKILLS & CAPABILITIES

Software

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Keynote, PowerPoint

AI Tooling

Adobe Firefly, Midjourney, Sora, NanoBanana

Disciplines

Brand design & identity, art direction, campaign concepting, typography, storyboarding & animation concept, image retouching & compositing, editorial design, illustration direction, multi-channel rollout.

EDUCATION

Reigate College 2008 – 2010

A-Level: Graphic Design

A-Level: Photography