



Siew Williams

Freelance Creative Direction & Design

London, UK

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

English (Native)

About

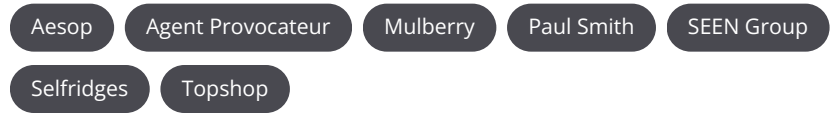
Experienced and strategic creative director, designer and team leader with a background in brand creative, design, digital and interactive experiences. Currently living and working in London, UK.

I have spent 17+ years in the fashion, beauty and luxury retail industries, specialising in elevated concept-driven 360 campaign ideation and execution for global brands. My skillset includes creative strategy, advertising, art direction, video, e-commerce, responsive websites and social content as well as leading and nurturing small and medium-sized creative teams.

Well-versed in the production of stills, motion and illustrated creative for print and digital formats, I have also worked with CGI animation, augmented reality (AR) and other emerging technologies in the creation of immersive digital and physical experiences.

That said, I have a personal affection for analogue processes and tactility, with interests in provenance, sustainability and craftsmanship, particularly in fashion, design and beauty.

BRANDS WORKED WITH



Experience

● Freelance Creative / Art Director

| Jan 2017 - Now

Clients include: Selfridges, ARPA, Jo Malone London, Pringle of Scotland, KITE Eyewear, Maria Lucia Hohan, John Lewis & Partners



● Creative Director

SEEN Group | Aug 2023 - Sep 2023

Clients include: Selfridges, ARPA, Jo Malone London, Pringle of Scotland, KITE Eyewear, Maria Lucia Hohan, John Lewis & Partners



● Global Senior Art Director

Aesop | Jan 2021 - Jul 2023

Leading creative strategy, design and execution as part of Aesop's Global Creative Team across a broad range of projects including campaigns, sub-brand identities, publishing, audio and packaging from concept ideation through to execution across all of the brand's channels; social media, ecommerce, digital advertising, wholesale, PR, visual merchandising and engaging in-store retail experiences. Guiding creative colleagues across the globe to ensure the high quality and consistency standards the brand is renowned for are maintained whilst honouring the cultural and operational needs of a global business.



● Freelance Art Director

Selfridges | Oct 2020 - Jan 2021

Various freelance projects including art direction for Selfridges & Co. womenswear and accessories, and creative direction and visual strategy for luxury occasionwear brand, Maria Lucia Hohan, looking to streamline and modernise the brand as the impact of Covid-19 affected the brand's core occasionwear market.



● Digital Creative Manager

Mulberry | Jan 2019 - Jan 2020

Digital art direction and management role leading Mulberry's team of digital and motion designers on all digital brand creative across its global websites and third parties, social channels, digital OOH and display advertising and physical events, partnering with technologists to create immersive experiences combining the best of digital technology with physical interaction. Notable Projects: International 'My Local' series of London-based pub gigs as well as custom-built Mulberry 'pubs' in Tokyo, Seoul and Royal Exchange London, complete with bespoke interactive photoboosts, jukeboxes and AR experiences designed especially for the events. A WeChat-hosted HTML5 game for Chinese Valentines Day.



- **Art Director / Design Lead**

Paul Smith | Mar 2017 - Dec 2018

- **Digital Design Lead**

Topshop | Jan 2016 - Oct 2016

Art direction/management role heading up the Topshop digital design team with 6 direct reports. Responsible for digital design across 7 desktop and 5 mobile sites, apps, display advertising, social assets and third party retailers, in English, French, German and Hebrew. Art direction for digital campaigns, editorial content and social media assets.

Notable Projects: Ivy Park global brand launch, London Fashion Week live-streamed digital hubs in February & September 2016 and a Localised Israeli site launch in Hebrew.



- **Digital Design Manager**

Mulberry | Jan 2015 - Jan 2016

Hands-on design role leading creative across all digital platforms. Managing a small team designing for Mulberry.com for the UK, US and Germany, social channels, display advertising and other associated digital collateral. Commissioning on-brand content for the Mulberry Journal. Developing ecommerce photography guidelines. Notable Projects: A full Mulberry rebrand under new creative director Johnny Coca with a responsive redesign of Mulberry.com



- **Senior Digital Designer**

Agent Provocateur | Jan 2013 - Jan 2015

Digital design and production of seasonal campaign creative across all of the brand's digital channels; the website, blog, email, social media and digital advertising. Providing retouch notes and feedback for ecom photography. Briefing and managing freelance designer and developer resource for seasonal projects. Notable Projects: A localised Chinese site launch, AW14 campaign microsite.

Education & Training

2006 - 2007

- **University of the Arts London**

BA (Hons), Illustration

2004 - 2006

- **University of the Arts London**

FdA, Fashion Design Technology: Surface Textiles

2002 - 2003

- **The London Institute (University of the Arts London) - London College of Fashion**

Foundation Diploma, Foundation Diploma in Art & Design