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Top Skills

Sketch
Photoshop
InDesign

Emma Gough

Integrated Design Director
Guildford, England, United Kingdom

Summary

Hi, 喂 and g'day! In the last decade, I've produced work that spans kilometres, continents and time zones.

Having worked for some of the world's best agencies in London, Hong Kong and Sydney, I'm now freelancing as an Integrated Design Director back in the UK.

I've led and mentored teams of integrated designers while also leading digital transformations for world renowned brands, such as Cathay Pacific and Tourism Australia. And while I converted from dim sum to dim sim, I was accountable for all design outputs and content production for Qantas, Pernod Ricard, Coles Supermarket, Stellantis, Meadow Fresh, EA Games and Arnott's Biscuits.

Experience

Emma V Gough Ltd
Design Director
January 2023 - Present (1 month)
Guildford, England, United Kingdom

Integrated Design Director born out of digital transformations, with experience in all aspects of content production.

Digitas Australia
4 years 9 months

Design Director
May 2019 - May 2021 (2 years 1 month)
Melbourne, Australia

Led and mentored a team of designers across Sydney and Melbourne while being accountable for the design outputs for clients including Pernod Ricard, Coles, Tourism Australia, Stellantis, EA Games and The Star Entertainment Group.

Art Director

September 2016 - May 2019 (2 years 9 months)
Sydney, Australia

Digitas Hong Kong
Senior Digital Designer
February 2014 - August 2016 (2 years 7 months)
Hong Kong SAR

Led the design of the digital transformation for Cathay Pacific across responsive web, mobile and CRM for Digitas Hong Kong.

Sainsbury's Head Office
Digital Design Lead - Consultant
August 2013 - January 2014 (6 months)
London, United Kingdom

Led the design and UX direction of new digital projects in-house at Sainsbury's head office with a Senior UX Consultant. Responsible for BAU updates to their Groceries vertical, overseeing the redesign of the Tu Clothing site and the creation of concepts for their Entertainment site.

Emma Morris Ltd
Freelance Digital Designer
July 2011 - December 2013 (2 years 6 months)

Agencies:

Rufus Leonard, Fjord, Float, Five.K, Moving Brands, Signal Noise, Fabric Worldwide, Special Moves, Dare, One Result

Brands:

London Stock Exchange Group, KFC, Premier Inn, Barclaycard, Sainsbury's

Projects:

Responsive web design, tablet and mobile UI design, UX design, conceptual work, pitch work, scamping

Salmon
Freelance Digital Design Lead
May 2013 - July 2013 (3 months)
Paddington, London

Digital Design Lead for the Audi UK account, responsible for creating a range of creative digital solutions across audi.co.uk, from business as usual updates to campaign specific executions. I was accountable for all design output,

integration with the above the line agency (BBH) and appropriate internal tech and UX team solution definition.

Salmon

UX Consultant

January 2013 - March 2013 (3 months)

Created wireframes for Hotter Shoes, incorporating a new checkout flow and latest WebSphere Commerce features. UX concepts and wireframes for a leading supermarket brand and responsive visual design concepts for Selfridges.

Cogent Elliott

Digital Designer

April 2011 - July 2011 (4 months)

Working as a digital designer on BAU website, email and online advertising design for a number of brands including Triumph, Halfords, Manchester Airport and Club Med. Conceptual work, scamping and simple flash banners.

McCann Erickson

Designer

August 2010 - April 2011 (9 months)

Birmingham, United Kingdom

Working as a Graphic and Web Designer, I delivered integrated creative for brands including Harley-Davidson, Mercedes-Benz World and Vauxhall. During this time, I launched the Harley-Davidson Authorised Tours platform – a defining project that spurred my interest in designing for complex digital products.

Antycip Simulation

Marketing Graphics & Design Co-ordinator

January 2009 - August 2010 (1 year 8 months)

Oxford, United Kingdom

I began my career as a Marketing Graphics and Design Co-ordinator for Antycip Simulation, where I worked on printed advertising and web design, as well as travelling to Brussels, Paris and Madrid for marketing events.

Rees Bradley Hepburn

Designer, Creative

April 2008 - June 2008 (3 months)

10 week work placement at Rees Bradley Hepburn. Working on a number of live projects for clients including Highcross Leicester, Focus DIT & Gardening and Bid TV. Conceptual work, scamps and animation including a flash element for the Highcross Leicester website.

Education

Coventry University

First Class BA Honours, Graphic Design · (2006 - 2009)

Sixth Form College Solihull

· (2004 - 2006)

Heart of England School

· (1999 - 2004)