

GRAHAM POWELL-WOOD

Portfolio - graham-powell-wood.com

118 Lavenham Road

London, SW18 5HF

07455 930018

graham.powell.wood@gmail.com

Hello. I'm a Creative Director who creates beautiful, useful things that build value for digital businesses.

I've worked across almost all aspects of digital design and creative, from marketing campaigns to service design. I've built design practices in two global firms, delivered award winning work that's helped well-loved brands to thrive in the digital age, startups to grow and created brand new businesses. In the process, I've learned that nothing good happens by accident, comfort is the enemy of progress and great work only happens when you're having fun.

Somo Global (now CI&T by acquisition)

Creative Director, EMEA

April 2022 - present

Creative Director

July 2020 - March 2022

Head of Design

March 2017 - Jun 2020

Responsible for our work across a wide portfolio of clients and industries, with a focus on key accounts including Audi, Lloyds, Vodafone, Cinch, HSBC and Volkswagen. Developed the design team and practice from five to over thirty with responsibility for line management and mentorship, as well as development of the overall design offering, method and workflow. Led new business efforts across a range of key client wins.

Deloitte Digital

Head of Design, UK

Mar 2016 - Mar 2017

Art Director

Oct 2013 - Mar 2016

Senior Designer

Sep 2008 - Oct 2013

As one of the founding members of Deloitte Digital I led work across key accounts including Tesco, Eastpak and Clydesdale and Yorkshire Bank. Under my tenure I grew the design team and overall design capability from a nascent team of three to a studio of 16 designers. Responsibilities included leading new business efforts as well as creating and embedding a design culture within the broader consulting business.

Rope & Oak Agency

Founder

Jan 2007 - Oct 2008

Co-founded a start-up agency with a client base of fashion and cosmetics clients. Work included digital strategy, web design and branding. Very web 2.0, it was a thing back then.

Education

2003 - 2007

Durham University

2:1 Politics, Ancient History and Chinese

Diploma in Chinese Language