

Luci Tait

SENIOR CREATIVE LEAD

15 years' experience across agency, in-house and freelance environments, specialising in brand development, creative direction and multi-channel design. With over nine years in the Middle East, I bring strong regional knowledge, hands-on Arabic typesetting experience and leadership across multi-disciplinary teams. I thrive in roles that blend creative vision with strategic decision-making, guiding stakeholders, leading designers and elevating brand experiences across digital, campaign and product touch points.



EXPERIENCE

Freelance Senior Creative August 2020 – Present

- Built a multi-disciplinary freelance practice through referrals and retained clients, delivering brand identities, websites and campaign creative across tech, hospitality, healthcare, lifestyle and property sectors. This independent chapter strengthened both my creative versatility and ability to guide clients, shape concepts and lead execution.
- Delivered the full creative process, from brand ideation and visual concepts to final rollout
 - Developed original brand identities and campaign ideas
 - Directed and collaborated with developers, videographers and copywriters to deliver end-to-end brand experiences
 - Advised founders and marketing teams on brand positioning, go-to-market strategy and customer experience
 - Built long-term client partnerships, resulting in repeat business and referral-led growth

Brand & Communications Manager, Privilee January 2018 – June 2020

- Led Privilee's brand and creative direction as part of the core marketing team, developing original campaign concepts and delivering seasonal, tactical and launch creative across all channels. Alongside hands-on creative delivery, I oversaw designers and developers to ensure consistent brand execution across the full customer journey, supporting member acquisition and retention.
- Led the creative direction during Privilee's transformation from physical membership cards to full app-based access, ensuring a seamless shift in brand experience
 - Led large-scale content production across 60+ partner venues, creating distinctive, shareable brand assets across lifestyle, fitness and family audiences
 - Led and mentored a multi-disciplinary creative team, setting the bar for brand consistency, quality and pace in a fast-moving environment
 - Owned campaign creative from concept to rollout, refining ideas and execution based on audience response and performance insights
 - Collaborated closely with product, sales and leadership teams to align brand direction with business goals and member experience

Designer at OMNIA November 2016 – December 2017

- Worked within a leading UAE based branding and digital agency on major regional clients including flydubai, Mubadala and Abdul Latif Jameel. This role gave me deep insight into the UAE market and its cultural, linguistic and visual nuances.
- Produced multilingual creative across government and corporate sectors
 - Hands-on experience in Arabic typesetting and regionally relevant campaigns
 - Collaborated with strategy and digital teams to deliver integrated brand campaigns

Senior Designer at GRIN April 2013 – October 2016

Delivered branding and campaign design across hospitality, retail, charity and healthcare sectors, developing the ability to adapt creatively to different clients and industries under fast-paced agency deadlines.

Graphic Designer at Elta Group August 2010 – April 2013

Global manufacturing group (£90m turnover). Provided in-house marketing and design support across six companies worldwide, gaining early commercial experience and a strong foundation in end-to-end design delivery.

EDUCATION

Degree 2007 – 2010

BA (Hons) Fashion Marketing and Communication (1st Class Honours)
Nottingham Trent University, UK

A-levels 2005 – 2007

Art (A), Business Studies (A),
Information & Communication
Technology (A)

GCSEs 2003 – 2005

10 (A* – A)
Tettenhall College, Midlands, UK

SOFTWARE SKILLS

Adobe Creative Cloud

Photoshop, Illustrator, InDesign,
After Effects, Premier Pro, Firefly

Other Design Software

Sketch, Figma, Canva, Prezi

Website Builders

Shopify, Squarespace, WordPress

Microsoft Office, iWork & Google Workspace

CORE SKILLS

Creative Concept Development
Creative Direction
Brand Strategy
Team Leadership
Campaign Development
UX/UI Design Oversight
Stakeholder Management
Design Operations
Project Management
Arabic Typesetting
GCC Market Expertise

REFERENCES

Antonia Ellis

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