



# Luci Tait

SENIOR CREATIVE LEAD & BRAND DESIGNER



## **15 Years' Design Experience**

5 years agency side

5 years client side

5 years as a freelance senior creative

## **Strategic Creative Mindset**

Marketing-led designer with strong commercial awareness

Proven ability to originate campaign ideas and develop audience-led creative

Experience in end-to-end brand systems and guiding teams through execution

## **Regional & Multi-Sector Expertise**

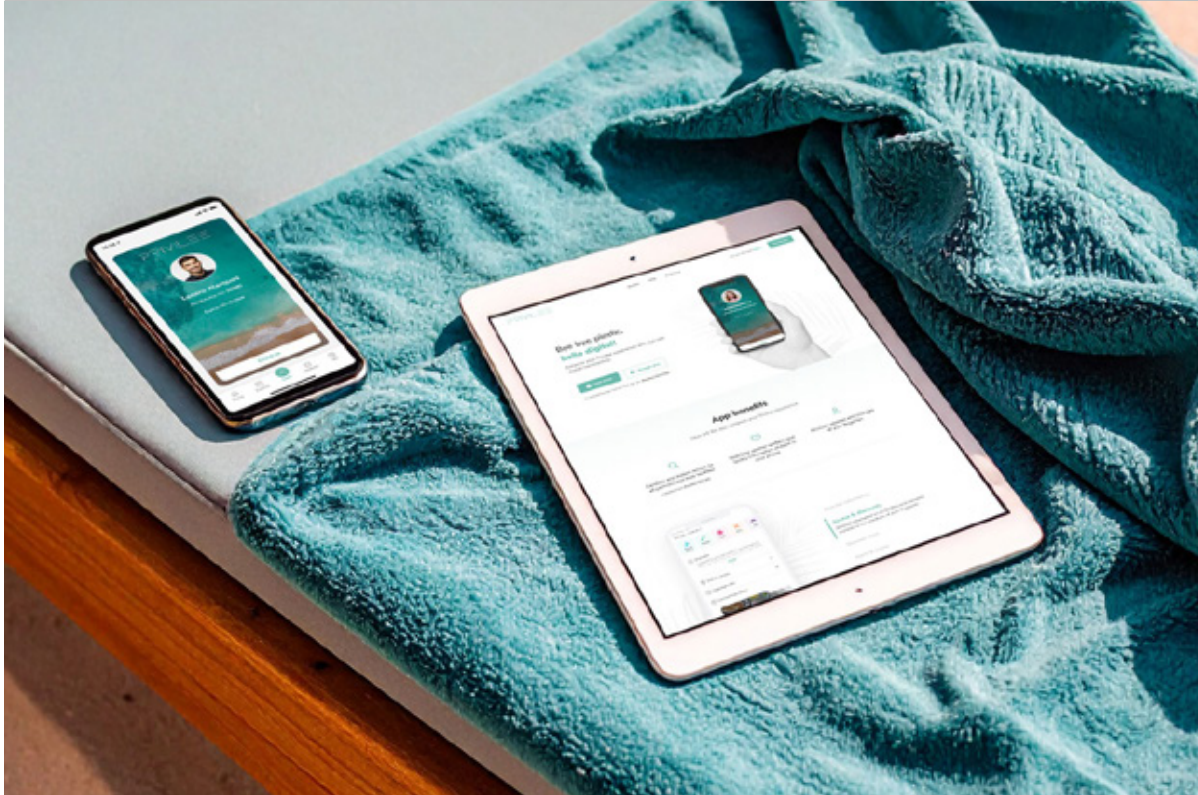
Nine years working in the GCC, delivering culturally attuned design

Experience across government, lifestyle, healthcare, retail, corporate, tech and more

Skilled in Arabic typesetting and adapting creative for regional nuance

A photograph of a smartphone and a tablet displaying app designs, resting on a wooden table with a blue blanket. The smartphone screen shows a profile page with a circular profile picture and the text 'LAWRENCE J. ANDERSON' and 'LAWRENCE J. ANDERSON'. The tablet screen shows a page titled 'App benefits' with a list of features and a 'Download' button. The background is a blue, textured blanket on a wooden table.

# Brand & Creative Direction



# Privilee

LIFESTYLE // MY ROLE: CREATIVE LEAD

When I joined Privilee, the brand had never run a seasonal campaign. Working as part of the marketing team and as the creative lead, I developed the creative concepts and processes needed to deliver consistent, multi-channel campaigns across app, web, member and partner touchpoints. Campaigns included Black Friday, seasonal offers, tactical campaigns, holiday promotions, community events and new hotel and fitness partner launches.

The largest project was the transition from plastic membership cards to app-based access – a fundamental shift for the entire business. I led and oversaw the app's creative direction, led the creative for the

launch campaign and wider transformation of redesigning every user journey and updating all customer and partner communications across in-app flows, member emails and CMS-driven touchpoints.

## Deliverables

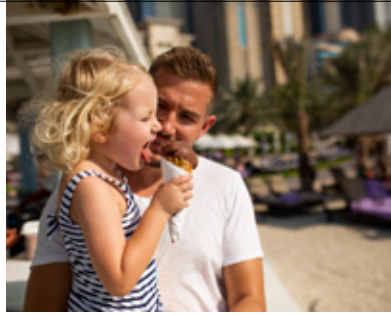
**End-to-end campaign concepts**

**Seasonal & tactical campaigns**

**Cross-channel asset suites**

**User journey mapping**

**Partner launches & community events**



# Privilee

LIFESTYLE // MY ROLE: CREATIVE DIRECTION & DELIVERY

I created a full library of original photography and video content. Previously, the brand relied on partner-supplied media, which meant inconsistent, low-quality assets. I commissioned and directed a full production project across 60+ partner venues, covering luxury hotels, boutique fitness studios and family destinations.

Shoots ranged from simple benefits coverage to full-scale productions with video, fitness, family and empty-venue shots for app and product use. Larger hotels required detailed planning due to operating at full capacity, giving us limited windows to capture key scenes.

In the early stages, I always attended shoots to establish style and content requirements, but I later trained team members to manage production while maintaining creative oversight.

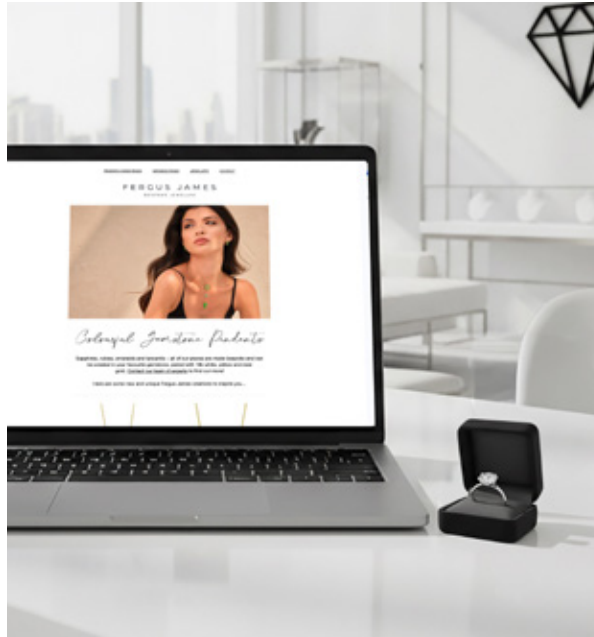
## Deliverables

**Full brand asset library for all venues: photography and video**

**Project management and planning**

**On-site shoot direction**

**Workflow setup**



# Fergus James

LUXURY // MY ROLE: BRAND & DIGITAL DESIGNER

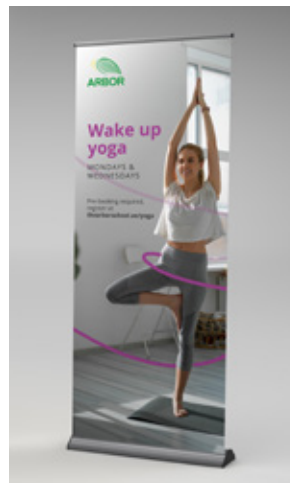
Fergus James Diamonds is a luxury jewellery brand based in Dubai. I worked with the brand on a long-term retainer, acting as an extension of the internal team, supporting creative design and planning.

My work spanned campaigns, social media, email marketing, catalogues, packaging, merchandise and digital ads, alongside creative direction for imagery. I worked with the team to plan photoshoots, ensuring the product ranges captured supported seasonal campaigns and the full catalogue. I also introduced marketing calendars to help structure promotions, plan key retail moments and ensure consistent communication throughout the year.

A key project during this time was the redesign and relaunch of the ecommerce website, creating an interactive “ring builder” and luxury online experience that supported product discovery and sales.

## Deliverables

- Ecommerce website redesign**
- Marketing calendars & planning**
- Creative direction for photography**
- Weekly email marketing, social media creative and digital ads**
- Print collateral, packaging & merch**



# Arbor School

EDUCATION // MY ROLE: BRAND DESIGNER

Arbor School came to me with an existing logo and limited brand assets. My role was to develop a full visual system that better reflected their values and audiences across parents, students and teachers.

I created a concept around a “Pathways” which represented each student’s unique journey and the school’s foundation in sustainability. The flowing, interconnected lines symbolise guidance, growth and community.

I rolled the identity out across the main school prospectus and sixth form prospectus, expanded the colour palette and developed a custom suite of icons

to support their curriculum themes. I also provided direction on how the visual system could extend to digital screens, promotional events and internal school environments.

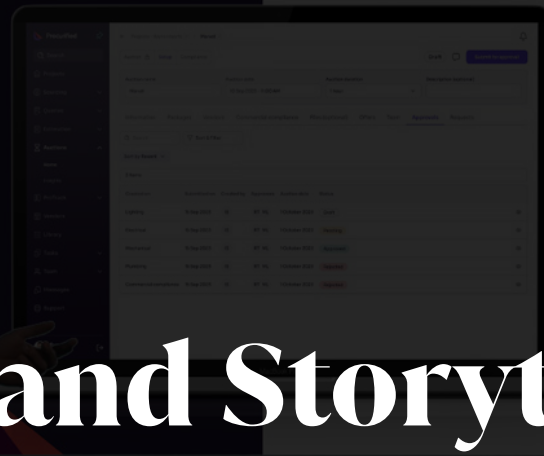
## Deliverables

- Brand identity expansion**
- Main school prospectus**
- Sixth form prospectus**
- Brand application guidance**
- Custom icon suite**

# Pitches & Brand Storytelling

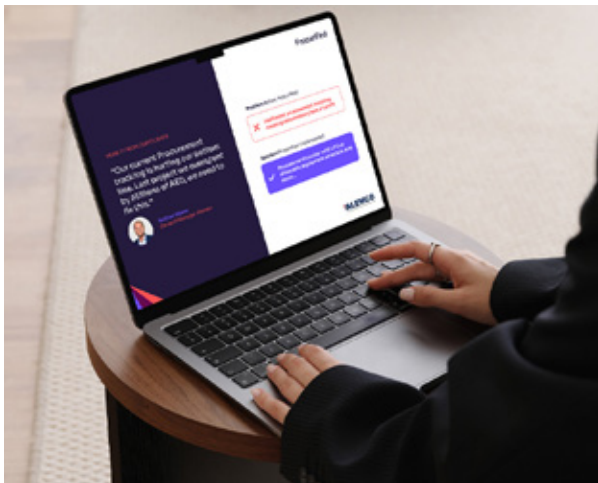
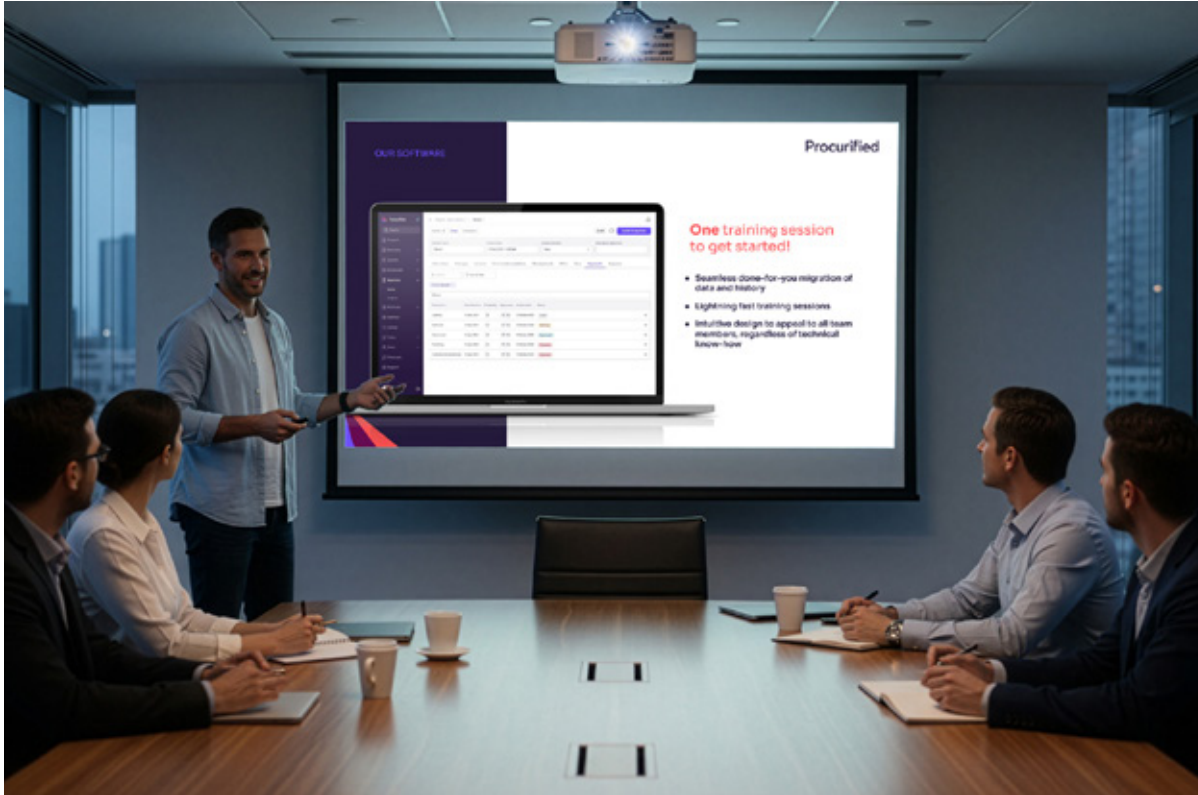
OUR SOFTWARE

Procurified



One training session  
to get started!

- Seamless done-for-you migration of data and history
- Lightning fast training sessions
- Intuitive design to appeal to all team members, regardless of technical know-how



# Procurified

TECH // MY ROLE: BRAND STORYTELLING & DECK DESIGN

Procurified is a technology platform designed to streamline procurement and purchasing workflows for businesses. I was engaged to create a client presentation deck that could work both as a send-out document and a live pitch tool.

The project involved understanding the product's core features, value for different user types and what mattered most to prospective clients. I helped clarify the narrative, prioritise key messages and determine the most effective balance of visuals and content, using a considered mix of screenshots, concise copy and product highlights to communicate value clearly.

The resulting presentation gave the sales team a flexible, confident way to present the platform in both written communication and live presenter formats.

## Deliverables

**Client presentation deck**

**Brand storytelling and content structure**

**Visual hierarchy & layout**

**Infographic design**

**Reusable slide templates**



# ISD Dubai Sports City

SPORTS // MY ROLE: BRAND STORYTELLING & DECK DESIGN

ISD is a large-scale, multi-sport destination offering facilities, academies, events and experiences across football, padel, tennis, fitness, sports science and hospitality. I was hired to create a comprehensive sponsorship presentation to support commercial partnerships and collaborations.

ISD had an existing logo and colour palette, there was no established visual roll-out or structured narrative. My role was to define how the brand should look and clarify its messaging by translating a large volume of information into a commercially focused deck. This involved refining content, defining key selling points and prioritising what mattered most to potential sponsors.

The final deck brought clarity and structure, giving the team a tool to present facilities, reach, events and future plans to partners and stakeholders.

## Deliverables

- Sponsorship presentation deck**
- Brand storytelling and content structure**
- Visual hierarchy & layout**
- Infographic design**
- Brand roll-out look & feel**



# Smith Tait

ARCHITECTURE // MY ROLE: BRAND STORYTELLING & DECK DESIGN

Smith Tait are lighting design consultants in competitive B2B environment where clarity, credibility and presentation are critical to winning work. My role was to create a consistent look and feel across a corporate profile, pitch deck and project portfolio deck, ensuring all materials worked together when combined or presented independently.

In addition, I worked closely with the team to shape their brand narrative to define what they stood for, what differentiated them and how to communicate their expertise. This included refining content, messaging and creating a flexible presentation system that allowed projects to be interwoven into pitches depending on the opportunity.

At the time, Smith Tait had no defined design system. The result was a practical, editable suite of documents that elevated the brand, supported storytelling and gave the team the tools they needed to confidently pitch.

## Deliverables

**Client presentation deck**

**Brand storytelling and content structure**

**Visual hierarchy & layout**

**Icon development**

**Editable slide templates**

# Corporate Brands

check-in.  
for all the flydubai team news

NEW UNIFORM LAUNCH



LOOK GOOD. FEEL BETTER. PERFORM BEST.

flydubai



# flydubai

AVIATION // MY ROLE: SENIOR DESIGNER

flydubai is a UAE-based airline operating across an extensive international network. While working at Dubai branding agency Omnia, flydubai was one of my core accounts, and I supported the brand across a wide range of high-visibility touchpoints.

My work focused on consistently applying the brand across complex environments, including internal publications, in-flight and airport experiences, large-format advertising and office interiors. This included the ongoing monthly production of both the in-flight magazine and internal communications magazine, with a strong emphasis on high-quality image retouching and maintaining visual consistency.

Working within strict brand guidelines on a flagship account, I ensured every execution met flydubai's high standards, quickly developing an understanding of sensitivities to deliver consistent on-brand work.

## Deliverables

- Monthly internal magazine**
- Monthly in-flight magazine**
- In-flight screen content**
- Airport livery**
- Interior office fit-out graphics**





Please note: Due to the confidential nature of the work, data-driven presentations and infographics created for Montfort cannot be shared publicly.

# Montfort

FINANCIAL SERVICES // MY ROLE: SENIOR DESIGNER

Montfort is an investment and asset management group with a growing portfolio of businesses. I worked with the company on a long-term freelance contract, supporting brand consistency and communications across Montfort and its wider group.

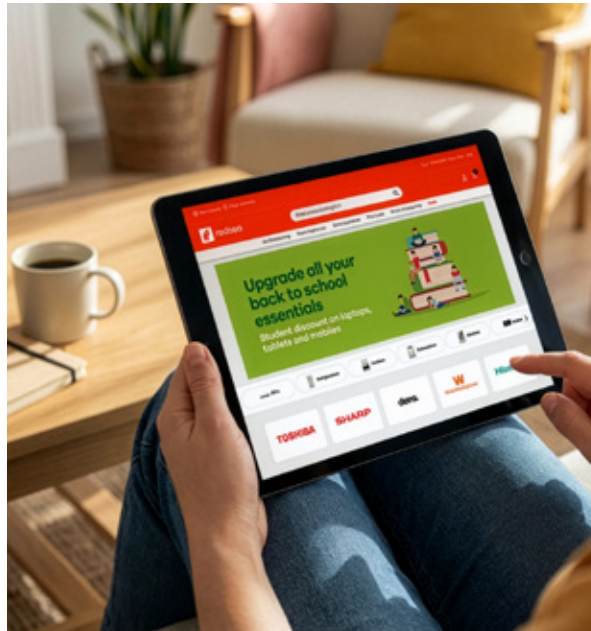
Across all work, the emphasis was on translating complex information into clear, well-structured design that could be used across internal teams and leadership communications.

My role focused on internal communications and brand alignment, including the design of corporate documents, HR materials, stationery, reports and event collateral. As the business acquired new companies, I also supported rebranding initiatives to align them with the Montfort brand, ensuring cohesion across the group while respecting individual business identities.

## Deliverables

- Internal communications**
- Corporate profiles & stationery**
- Monthly reports & presentations**
- Event collateral**
- Brand guidelines**





# Redsea

RETAIL // MY ROLE: SENIOR DESIGNER

Redsea is a Middle East-based electrical retailer with a strong regional presence. Whilst at Dubai branding agency Omnia, I supported Redsea across a wide range of promotional and retail-led design work.

My role focused on creating promotional roll-out assets for both in-store and marketing communications, including posters, flyers, banners, catalogues, press advertising and email campaigns. Working at retail pace, I ensured all creative was clear, impactful and aligned with brand guidelines, while adapting layouts and messaging across multiple formats and environments.

The work required speed, attention to detail and consistency, ensuring promotions were delivered accurately and effectively across physical retail spaces and supporting marketing channels.

## Deliverables

**In-store & point-of-sale materials**

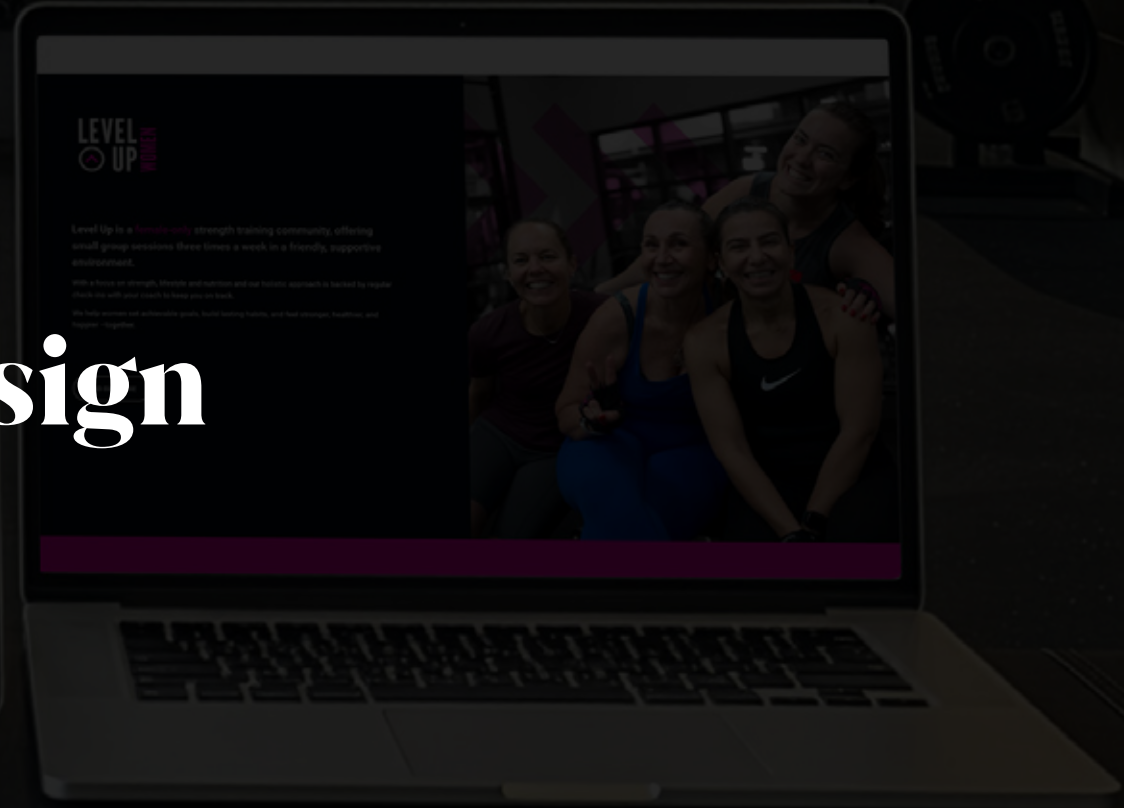
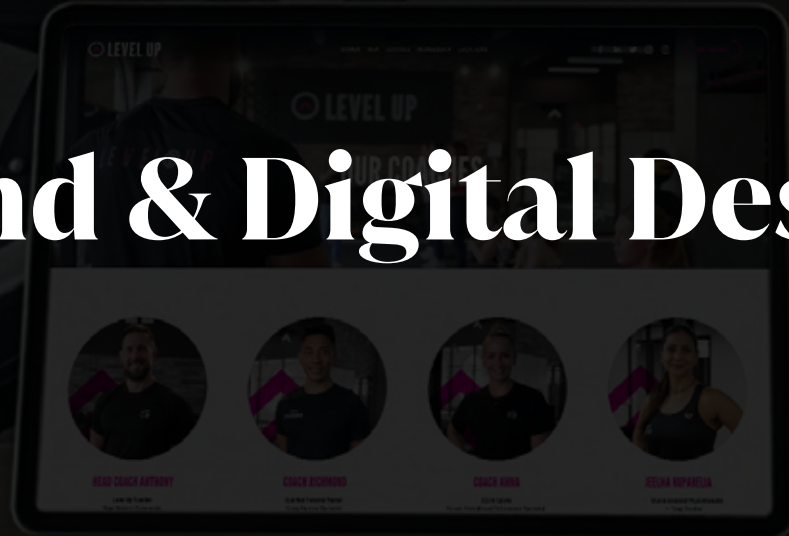
**Promotional flyers & banners**

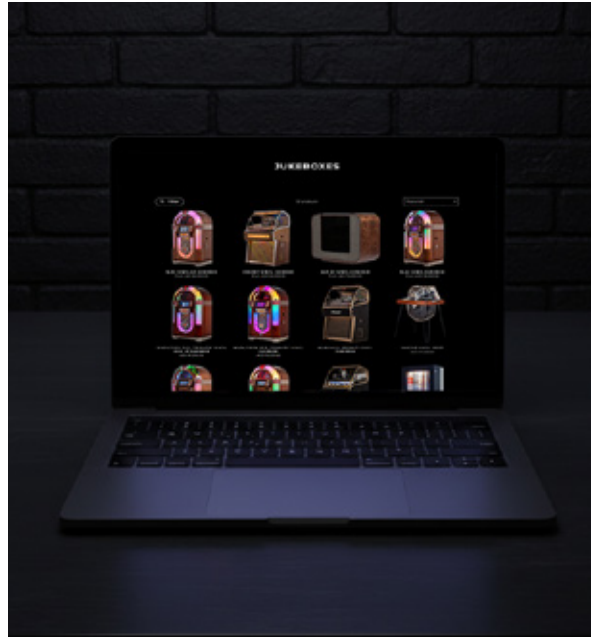
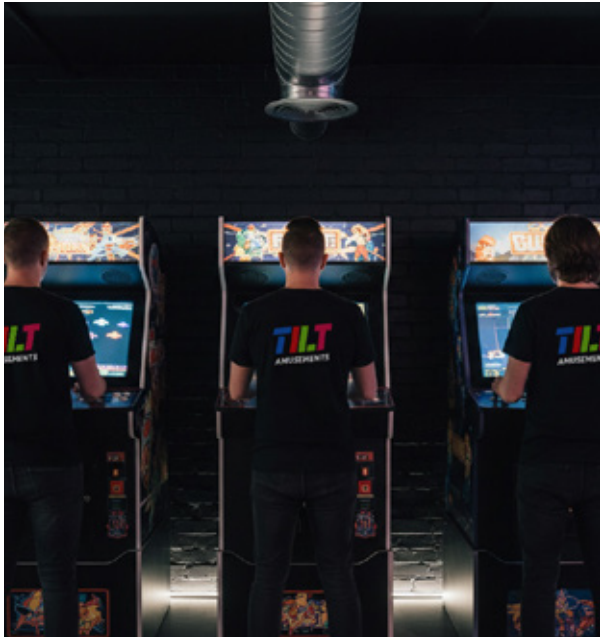
**Product catalogues**

**Press advertising**

**Email marketing assets**

# Brand & Digital Design





# Tilt Amusements

RETAIL // MY ROLE: BRAND & DIGITAL DESIGNER

Tilt Amusements is a niche UAE business specialising in collectible pinball machines, jukeboxes and arcade games. They approached me with an outdated, overly detailed logo that wasn't practical for modern use and briefed me to create a brand that felt fun, energetic and rooted in retro arcade style. I developed a new identity with a simplified logo, introduced bold graphics and captured the nostalgia of classic arcade culture.

Alongside the identity work, I designed and built their Shopify ecommerce website, creating a seamless experience that supported product discovery, online sales and brand storytelling.

The new look and feel was rolled out across digital, print and packaging touch points, giving Tilt a professional brand via consistent and recognisable presence in the marketplace.

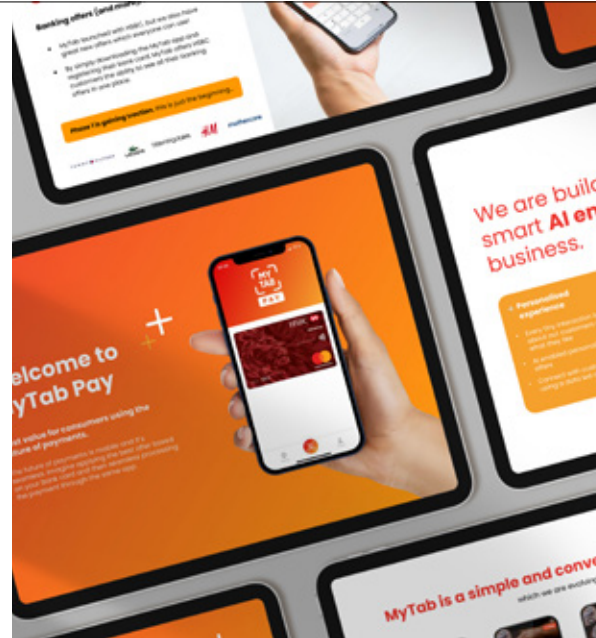
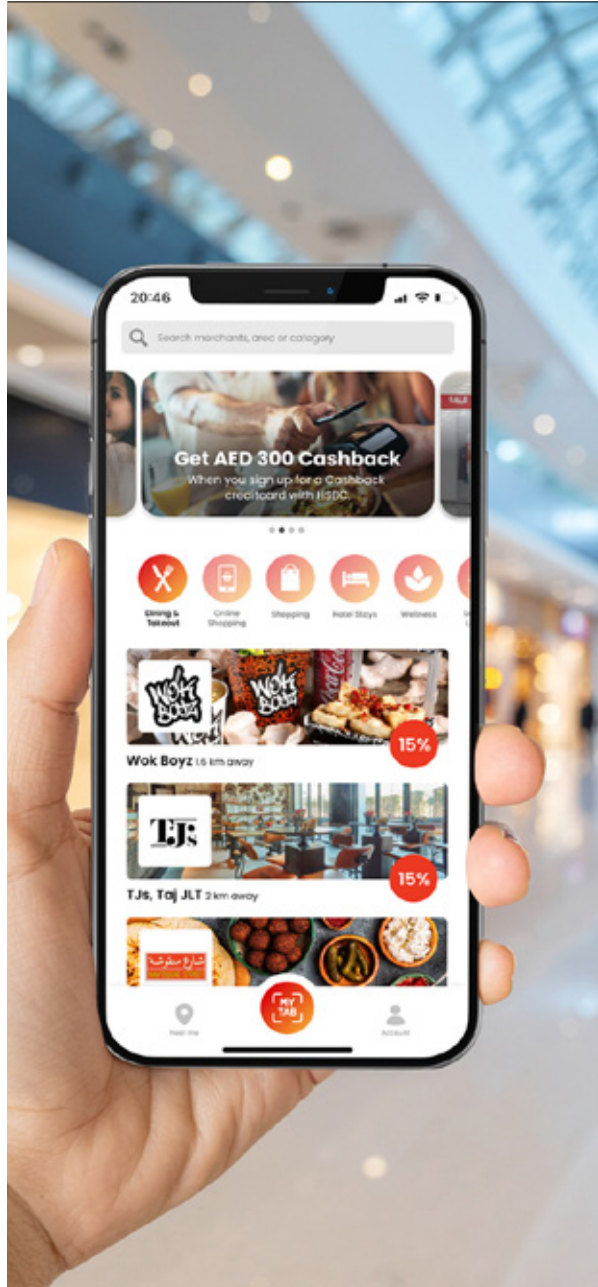
## Deliverables

**Refined brand identity**

**Visual system**

**Roll out across app, web, social, uniform, event and member comms**

**Store fit-out graphics**



# MyTab

LIFESTYLE TECH // MY ROLE: BRAND & DIGITAL DESIGNER

MyTab is a UAE-based lifestyle app that brings credit card offers, bank benefits and local merchant deals into one personalised platform, helping users easily discover dining, travel and shopping discounts.

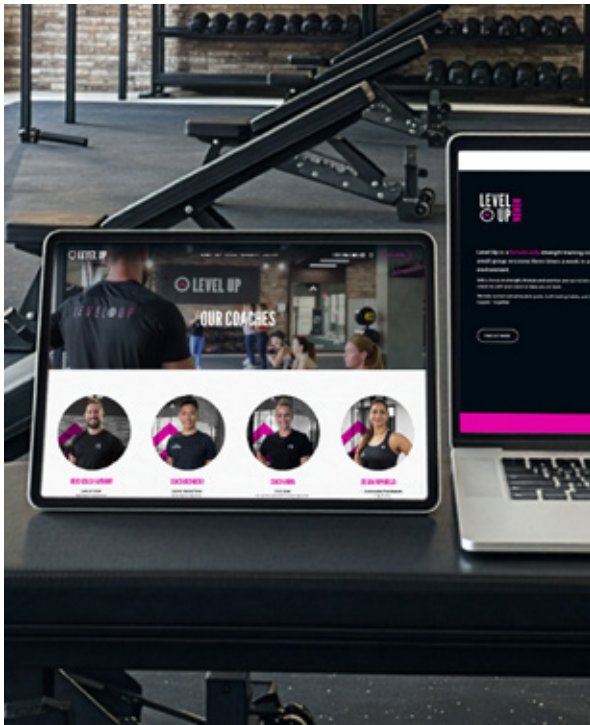
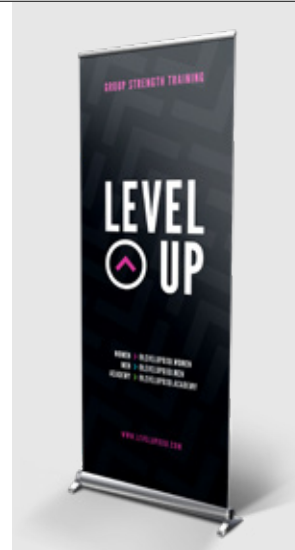
I supported MyTab by defining the brand look and feel beyond the existing logo and colour palette, creating a cohesive visual system that could be applied across the app, marketing materials and external communications. I also expanded the app's design as new features were introduced.

Alongside the rollout work, I designed pitch decks for partnerships, investors and banking stakeholders, helping translate the

proposition into clear, compelling narratives. I also created social media templates and delivered monthly creative to support ongoing promotions.

## Deliverables

- Brand roll-out look & feel**
- App visual design support & expansion**
- Pitch decks (investors, banks, partners)**
- Social media templates & monthly creative**



# Level Up

FITNESS // MY ROLE: BRAND & DIGITAL DESIGNER

Level Up has grown from 8 members and one coach into a community of over 500 members. When the second location was being fitted out, it became the ideal moment to refine the brand. The original DIY logo had served its purpose, but the scale and reputation of the business called for a more professional, cohesive identity.

I evolved the brand rather than reinventing it – retaining recognition among the existing community while strengthening its visual foundations. This included tidying the logo, creating new lockups for the men's, women's and kids' academy programmes, and developing an energetic, movement-led identity that now extends across

every touchpoint. The updated system is used consistently across the app, website, uniforms, studio environments, event promotions, educational sessions and member communications.

## Deliverables

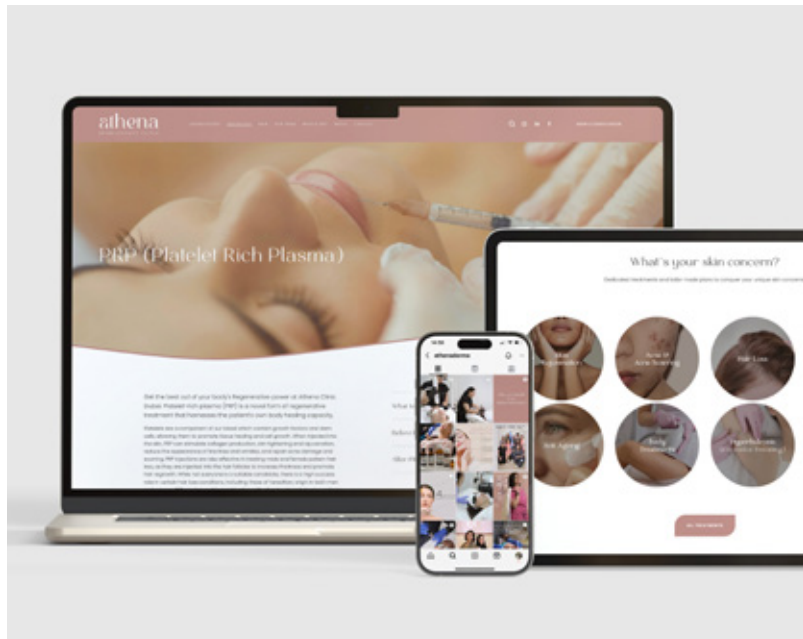
**Refined brand identity**

**Visual system**

**Roll out across app, web, social, uniform, event and member comms**

**Studio fit-out graphics**

**Social media templates**



# Athena

HEALTHCARE // MY ROLE: BRAND & DIGITAL DESIGNER

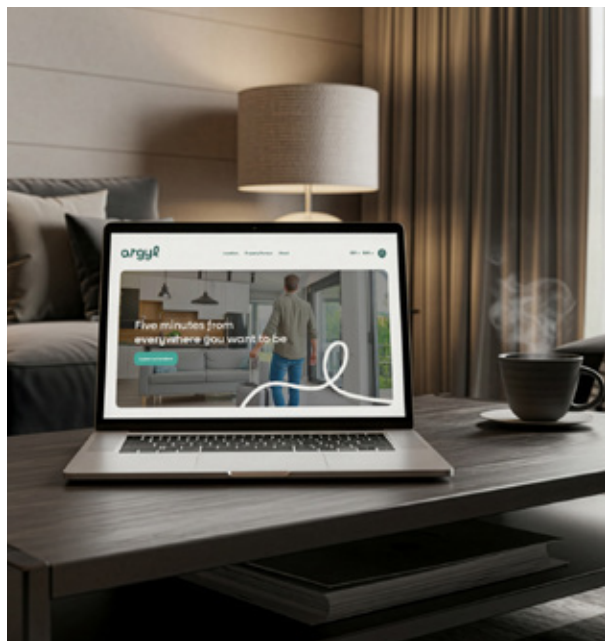
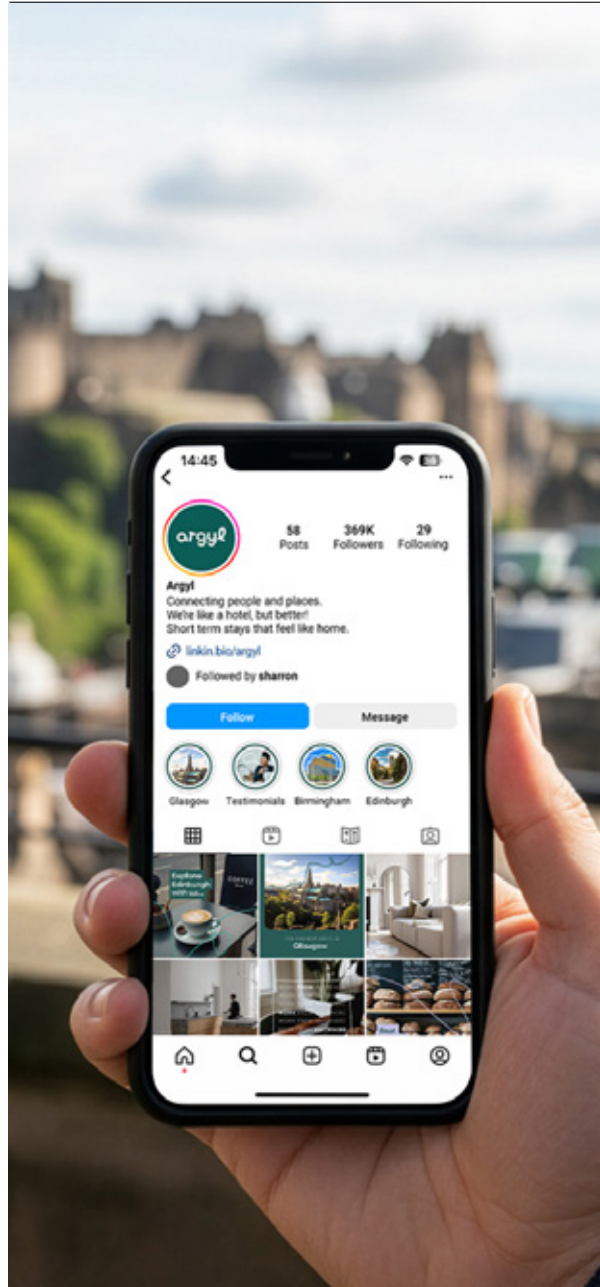
Athena Dermatology is a clinic focused on the concept of ageing naturally. I was brought in to create the full brand and identity from the ground up – shaping the visual language, tone and positioning to reflect a modern, holistic approach to skincare.

The project included developing the core brand identity, designing and building the clinic's website, and creating a calm, premium visual system that worked across digital and physical touch points. I also supported the team with audience insights, user journeys and on-site brand application, including frontage and interior brand elements.

The result was a cohesive identity that feels clinical yet warm, premium yet approachable – aligning the brand with its philosophy while giving the clinic a distinctive presence in a competitive market.

## Deliverables

- Brand identity**
- Website build and design**
- Roll out across web, social, uniforms, in-clinic promos**
- Clinic fit-out graphics**
- Social media templates**



# Argyl

PROPERTY // MY ROLE: BRAND & DIGITAL DESIGNER

Argyl is a short-term rentals platform that combines the warmth of traditional hospitality with modern tech. The brand sits between large, impersonal operators and smaller family-run businesses, offering a considered, people-focused experience.

I created the logo and full brand identity, built around the idea of connecting people and places. The logo is curvaceous and approachable, designed to clearly differentiate Argyl from more corporate-looking competitors in the market and the form of the letter L inspired a graphic device used throughout the brand, visually representing the connection element of the brand and adding softness.

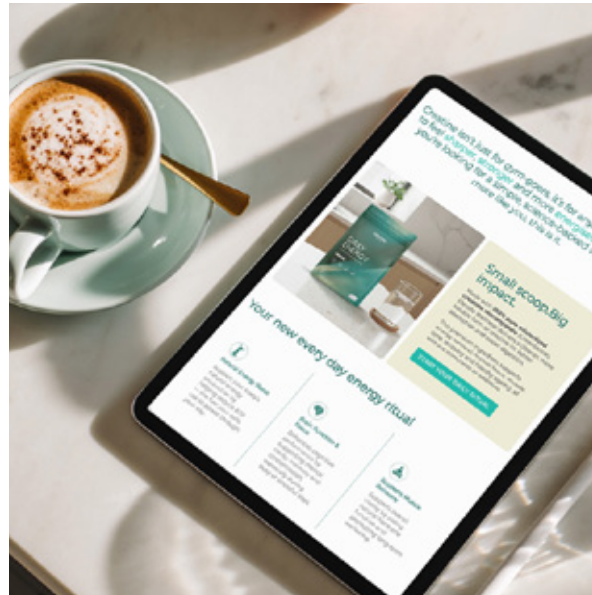
The brand needed to work across B2C and B2B audiences, so I developed two complementary palettes – inviting colours for guest-facing comms and a heritage-led palette for landlord and investors.

## Deliverables

- Brand identity & logo**
- Typography & graphic device**
- Identity for B2C and B2B audiences**
- Brand guidelines for digital and print communications**
- Additional roll out materials**

# Branding & Packaging Design





# Elevate Wellness

WELLNESS // MY ROLE: BRAND & DIGITAL DESIGNER

Elevate Wellness is a premium supplements brand focused on everyday wellbeing. I developed the brand identity, packaging and ecommerce presence, with a clear brief to challenge the market perception of creatine as a gym-focused, male-only product.

The idea behind the brand is that creatine benefits every body. I designed the logo, a unisex and approachable packaging system, and a custom icon suite to create a calm, modern and lifestyle-led identity that moved away from aggressive performance visuals and welcomed a broader audience.

The packaging was designed as a flexible system to allow for future flavour

and product expansion. Alongside this, I designed and built the Shopify website, using AI-generated product and lifestyle imagery in place of photography at launch.

## Deliverables

**Brand identity, logo and guidelines**

**Packaging design system (scalable for future flavours)**

**Ecommerce website design & build**

**AI-generated imagery for launch**



# BottledUp

FOOD & BEVERAGE // MY ROLE: BRAND & DIGITAL DESIGNER

BottledUp is a premium food brand creating small-batch relishes made from natural, fresh ingredients. The founders required a full brand identity to support their launch, after being selected as winners of the Spinneys Local Business Incubator programme.

I developed the brand from the ground up, including logo, packaging, website and social media. The identity was inspired by the founders' Indian heritage and a fusion of East and West – designed to appeal to expats who enjoy entertaining at home, travelling and discovering global flavours. Packaging was a key focus, with five initial flavours requiring a consistent system that could expand easily as the range grew.

The final identity balances warmth, colour and clarity, allowing each flavour to stand out while remaining unmistakably part of the same family.

## Deliverables

**Brand identity & logo**

**Packaging design system**

**Website design & build**

**Social media creative**

**Brand guidelines**



# The Date

BEAUTY & WELLNESS // MY ROLE: BRAND & DIGITAL DESIGNER

The Date is a haircare brand made with dates sourced from the UAE. Founded by a female duo and selected as winners of the Spinneys Local Business Incubator programme, the brand required a full identity to support launch across retail and digital.

I developed the brand identity, including the logo, packaging and website. The packaging was intentionally designed to be simple, classic and timeless, allowing it to sit confidently alongside established premium brands such as Ouai and Olaplex.

In contrast, the wider brand identity and digital experience drew inspiration from the natural origins of the product, with

subtle references to dates and palm forms adding warmth and character without overpowering the product. The result was a balanced brand system – understated and refined on shelf, with a richer, more expressive identity supporting storytelling

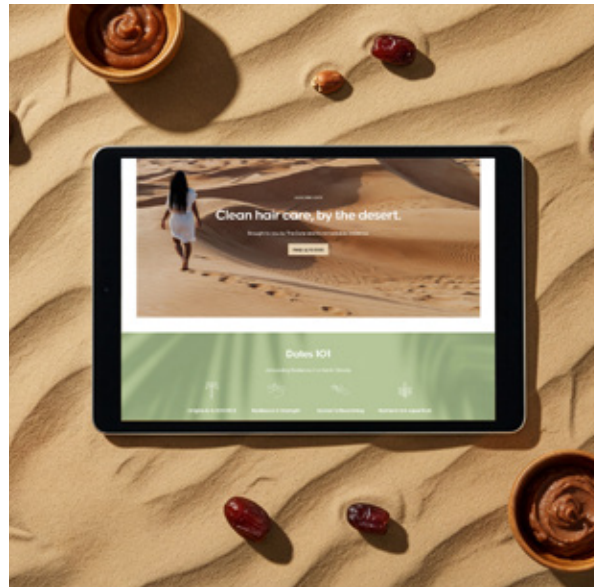
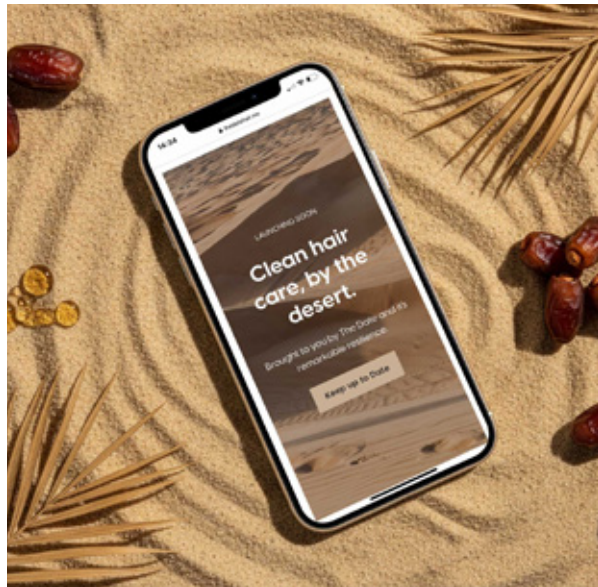
## Deliverables

**Brand identity & logo**

**Packaging design**

**Website design & build**

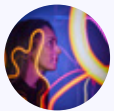
**Visual system for digital and brand rollout**



## Recommendations & References

*“Luci has a deep understanding of the full circle of branding, which sets her apart from others in her field. She seamlessly translates a brand’s essence into visually captivating designs that leave a lasting impact. Her ability to comprehend the core values and goals of a business allows her to create designs that not only catch the eye but also authentically represent the brand’s identity.*

*One of Luci’s standout qualities is her remarkable speed without compromising quality. She effortlessly balances efficiency with creativity, consistently delivering stunning designs within tight deadlines. Her ability to work swiftly without sacrificing attention to detail is truly impressive.”*



**CHARLOTTE DE BELLE**  
Former Creative Director at Omnia  
(Line Manager)

*“Luci is an extremely talented graphic designer who I had the pleasure of working with for a year at Privilee. During this time, I promoted Luci from Senior Designer to Creative Lead, as she had a clear understanding of the brand DNA, how that translated not only into design, but marketing materials, campaigns, videos, web, app and comms.*

*Luci was a true brand champion, always ensuring the brand was consistent, never comprised and that the initiatives we undertook, continued to maintain or elevate the brand positioning in market. Luci is also a great team player and stepped up to the plate every time something was needed. She is dependable, trustworthy and an absolute pleasure to work with. I recommend Luci to any potential employer and would value working with her again in the future.”*

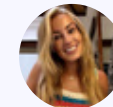


**ANTONIA ELLIS**  
Former Marketing Director at Privilee  
(Line Manager)

See more recommendations at [linkedin.com/in/lucitait](https://www.linkedin.com/in/lucitait)

*“Luci and I worked together for over two and a half years at Privilee! Although we were not in the same team, our work required frequent collaboration, and she quickly became the person everyone trusted when something needed to be done with precision, care, and absolute reliability.*

*As long as I’ve known Luci, she has had an exceptional eye for detail and a natural drive for perfection. She never delivered anything less than her best and she was really proud of delivering good quality work. Luci was (and still is!) one of the most collaborative, patient, and hardworking people I’ve met. I am confident she will be an invaluable addition to any team!”*



**SARAH TAIT**  
VP of Partnership & Commercial  
Development at Privilee  
(Cross-functional Collaborator)



# Luci Tait

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