



CORINNE CADDY TOWNSHEND

CREATIVE DIRECTOR

Experienced Creative Director and conceptual leader with over 20 years of industry expertise, specialising in the retail sector and brand-led businesses. I offer a proven track record of transformational, empathetic leadership, managing multidisciplinary teams across design, art direction, video, content, and production. My expertise spans the full creative spectrum—including art direction, brand development, e-commerce, digital film, TV, and visual merchandising—ensuring design is synthesized across all touchpoints through a strategic, integrated approach. Highly organised and results-driven, I excel at workflow management and ideation to deliver excellence across every platform. Positive warm demeanor, calm underpressure with an eye for detail.

EXPERIENCE

WONDERBLY

CREATIVE DIRECTOR
JAN 25 - PRESENT

CREATIVE DIRECTOR
NOV 23 - FEB 24



Managing a team of multidisciplinary creatives covering four core design disciplines brand design, performance (META), content and digital product design. Key responsibilities include art directing key campaigns, shoot production, managing design reviews, critiquing briefs and facilitating team ideation sessions. Maintaining design systems, template libraries and managing quality across many projects working with external partners and building relationships with internal stakeholders. Budget management and forecasting responsibilities. Championing AI and new ways of integrating tools such as Runway whilst maintaining creative integrity.

HISTORIC-NEWSPAPERS

CREATIVE DIRECTOR
JUL 24 - OCT 24



Following Wonderbly's acquisition of Historic Newspapers in 2021, I collaborated closely with the Australian branding agency, "Love Work," to elevate the brand's visual identity. I was commissioned to establish the photography style for all brand imagery, developing a creative direction from sleek, modern product photography to fashion-forward lifestyle shots. In this role, I assembled the professional team, cast all talent, and coordinated the full shoot production.

GLORIFY

GLOBAL CREATIVE
BRAND MANAGER
SEPT 22 - APR 23



Lead a passionate team of designers, editors and creators. Custodian of this purpose led brand and its creative execution. Global Lead on strategy and ideation for key messaging and visual treatment. Managed creative requests and workflow, collaborating with internal departments. Ensured consistency across channels globally.

BEAR & BEAU

CREATIVE DIRECTOR
JUN 17 - SEP 22



Bear & Beau is a multi-award-winning luxury children's home decor brand specialising in handcrafted wallpaper, cushions, and prints. Drawing on my 20-year career as a Design Director for luxury fashion and beauty brands, I founded Bear & Beau to create contemporary artwork that integrates seamlessly into stylish interiors. Our award-winning, nature-inspired designs are created in my South London studio. They have been featured in publications including Living Etc, The Telegraph, The Times, and Country Living - loved by interior influencers and celebrity names such as Fearné Cotton. Stockists included: Rockett St George, Joules, Sarah & Bendrix.

NOT ON THE HIGHSTREET

HEAD OF DESIGN/AD
OCT 13 - MAR 17



I led and inspired a multidisciplinary team of 10, including Art Directors, Designers, a Photographer, and a Stylist. My responsibilities encompassed mentoring both permanent and freelance staff, ensuring high-quality output, and fostering a mobile-first mindset. I held full accountability for the brand's look and feel, ensuring its distinctiveness and consistency across all campaigns and channels. I collaborated closely with the creative team to develop impactful concepts that supported core marketing strategies. I also frequently pitched these ideas to internal and external stakeholders, clearly articulating how our creative solutions addressed specific project briefs. Additionally, I supported the production team in managing workflows to ensure all projects were delivered within scope and on schedule.



CORINNE CADDY TOWNSHEND

CREATIVE DIRECTOR

NOT ON THE HIGHSTREET

HEAD OF DESIGN/AD
HIGHLIGHTS



- Award-Winning Design: Led the team to win **"Best In-House Design Team of the Year"** at the Fresh Awards (2014) for an editorial partnership with The Saturday Times Magazine.
- Creative Excellence: Won **"Best Project"** at the 2016 In-House Design Awards for our Valentine's and Mother's Day TV advertisements.
- Operational Efficiency: Partnered with the Head of Copy to produce TV ads in-house, utilising **13% less** budget than an external agency while achieving **28% greater brand awareness**.

EXPERIENCE

STORY

GROUP CREATIVE HEAD
FEB 12 - AUG 13
DESIGN DIRECTOR
JUL 05 - FEB 12



Group Creative Head, Design responsible for a team of up to 8 multidisciplinary Designers and Art Workers. I have a proven track record of leading successful pitches and delivering high impact creative for clients such as Westfield, Schroders, Oasis, Agent Provocateur, and Clinique. Concept creation. visualisation through storyboards and mood boards Art Direction and casting for photoshoots and digital film shoots. Strong commercial awareness

Key Clients: Westfield (Stratford launch online/Leasing App), Jo Malone (e-commerce/digital film/social initiatives), Creme de la Mer (Blogger outreach campaign/touch screen installation at Selfridges), Clinique for Men, Humanic - European shoe retailer (360 campaign across 8 markets over 5 seasons), TM Lewin (e-commerce & branding). Oasis, Karen Millen, Pout, Silver Cross, Sunglass Hut, Agent Provocateur, Clinique for Men, Fashionspace, Magners, Johnson & Johnson.

Awards:

Humanic - **3 Green Panther Awards**, Silver, Bronze x2
Jo Malone - **Silver Chariot Award** for Best Brand Experience,
Oasis - Blog - Best Digital Publishing Solution of the Year-**APA Award**

TANKA

LEAD DESIGNER
MAR 03 - AUG 05
DIGITAL DESIGNER
AUG 01 - MAR03



Digital design, Art Direction, Video editing and production.
Key Clients: Burberry, Thomas Burberry, Diageo, Unilever, Granada Media.

SKILLS

ADOBE CREATIVE SUITE
RUNWAY AI: (GEN4, KLING, NANO BANANA.)
11 LABS
FIGMA

EDUCATION

NOTTINGHAM
TRENT UNI

BACHELOR'S DEGREE



GRAPHIC DESIGN
BA (HONS) 2:1

+ NEW DESIGNERS

KINGSTON
UNIVERSITY

ART FOUNDATION



BTEC NATIONAL
DIPLOMA