

WARREN HUTCHISON

Design Lead | Design Manager | Creative Director

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Portfolio: www.warrenhutchison.com

Location: London, UK

PROFILE

Senior design leader with 15+ years' experience across UI/UX, digital, and brand design. Former Global Design Manager for a multi-brand organisation operating in 30+ countries, combining strategic leadership with a strong hands-on background in UI design, complex CMS platforms, and front-end collaboration. Known for building in-house design capability, delivering scalable design systems, and remaining directly involved in design execution where it adds the most value.

CORE STRENGTHS

- Design Leadership & Creative Direction
- Global Team Building & Mentorship (multi-continent teams)
- Design Systems, Brand Governance & Guardianship
- UX/UI Strategy & Digital Platforms (web, mobile, apps)
- Stakeholder & Executive Collaboration
- Design Operations, Workflow Optimisation & Prioritisation
- Cost Reduction & In-House Capability Building

PROFESSIONAL EXPERIENCE

Robert Walters

Global Design Manager | Design Lead

08/2012 – 11/2023 | UK & South Africa

Promoted internally from Web Designer → Senior Designer → Global Design Manager.

Leadership & Operational Impact

- Built and led a global, multi-continent in-house design team (7 designers), eliminating reliance on external agencies and delivering tens of thousands of pounds in monthly cost savings.
- Owned design prioritisation and delivery across global marketing and digital pipelines for 30+ countries and 70+ offices.
- Established scalable design operations, workflows, and quality standards to ensure consistent delivery across regions and brands.

Creative Direction & Brand Systems

- Directed the creative vision for digital platforms including websites, mobile, apps, campaigns, and email across a global multi-brand ecosystem.
- Led multiple large-scale digital rebrands, unifying visual identity and UX standards across international markets.
- Designed and governed scalable design systems to balance brand consistency with local market flexibility.
- Acted as global brand guardian, ensuring quality and alignment across all digital and print touchpoints.

Stakeholder Collaboration & Team Development

- Partnered closely with senior marketing, digital, and development stakeholders across regions.
- Introduced structured upskilling programmes covering accessibility (WCAG), design systems, and front-end collaboration.
- Mentored designers into senior and lead-level roles, fostering a high-performance, people-first team culture.

Freelance

Design Consultant (UI/UX, Digital & Brand)

11/2023 – present | South Africa

- Provided senior-level design leadership, UX/UI, and brand strategy support to small and mid-sized businesses.
- Delivered responsive websites, scalable digital design systems, and high-fidelity Figma prototypes.
- Acted as a strategic design partner, advising on design direction, usability, and long-term digital maturity rather than task-based execution.

NABO UK

Wordpress Web Designer / UX Specialist

06/2011 – 07/2012 | UK

- Designed and developed bespoke WordPress websites with a strong focus on usability, accessibility, and conversion.
- Led UX refinement through iterative testing, optimisation, and stakeholder feedback.

TOOLS & PLATFORMS

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Adobe XD – incl. illustration & digital painting), Adobe Experience Manager (AEM), WordPress, HTML/CSS, Jira, Confluence, Mailchimp, Acoustic, Canva, Powerpoint

EDUCATION

Damelin College — Diploma in Website & Graphic Design (Summa Cum Laude)