

LEADING VISUAL BRAND NARRATIVE & CREATIVE SOLUTIONS WITH PASSION, BUSINESS EFFICIENCY & MEANINGFUL PURPOSE.

PROFILE

Strategic and visionary creative leader with over 20 years of experience elevating brand performance across global platforms. Proven expertise in aligning brand narratives to business goals, inspiring high-performing teams, and delivering innovative design solutions across digital, print, and experiential platforms. Passionate about connecting creativity to commercial success.

CORE COMPETENCIES

- Brand Strategy & Architecture
- Creative Direction & Campaign Leadership
- Team Development & Global Collaboration
- Digital Design, UX/UI, Film & Event Production
- Adobe Creative Suite • Ceros • Figma • Workfront • Webflow
- Budget Management & Operational Efficiency

KEY ACHIEVEMENTS

- **Brand Transformation:** Led 2010 and 2015 global brand refreshes for Cushman & Wakefield, aligning visual identity across 45,000+ employees post-merger.
- **Team Building:** Built and managed an EMEA design team, integrating EMEA with both APAC and America teams; developed offshore design service centre in Manila.
- **Innovation & Tools:** Integrated Ceros, Infogram, Biteable and Third Light across EMEA marketing, improving speed and consistency of brand content delivery. Pivotal lead in adaptation of new innovations across regional brand teams.
- **Strategic Campaigns:** Co-led flagship "Future of Cities" 360 campaign with external agency and Head of Strategy.
- **Cultural Impact:** Embedded brand purpose across internal communications and events, working with Saatchi & Saatchi and internal stakeholders.

PROFESSIONAL EXPERIENCE

Nascor Creative Agency

Founder & Creative Director

Jun 2022 – Present

- Founded and currently lead a creative consultancy specialising in brand strategy, design innovation, and digital storytelling for B2B and B2C clients.
- Deliver creative direction and hands-on execution across brand development, web design, marketing campaigns, and video content.
- Support startups and established organisations through brand positioning, visual identity, campaign design, and content production.
- Build and manage multidisciplinary teams of freelancers and collaborators to meet project scope and scale.
- Work closely with clients to refine messaging and implement brand-led strategies that drive customer engagement and business growth.
- Projects include rebranding initiatives, product launches, immersive event branding, and integrated digital campaigns across multiple sectors.

KATIE
ANNE
KAKINDIROS

BRAND & DESIGN LEAD

PERSONAL DETAILS

PRONOUNNS

She/Her

TELEPHONE

+44 (0)7793 808932

EMAIL

katie.kakindiros@gmail.com

LOCATION

Essex/London, UK

NATIONALITY

British

PORTFOLIO

[Dropbox Link](#)

PROFESSIONAL SOCIAL

[LinkedIn](#)

TECHNICAL SKILLS

- Adobe Suite (InDesign, Illustrator, Photoshop, Premiere Pro, After Effects)
- Figma, Ceros, Webflow, Microsoft Office, Keynote, Infogram, Biteable
- Video editing, print production, UX/UI fundamentals, digital publishing
- Recently completed L2 in Digital Marketing; working towards L3

EDUCATION

HND Multimedia Design

City & Islington College, London

COLLABORATED WITH

- Branding for startups: VAS Interior Spaces, Lucidity, New Era Events, Sian's Fitness & Nutrition
- Website and identity for Threatproof Cybersecurity and Sian's Fitness & Nutrition
- Corporate Branding: Cushman & Wakefield and all affiliate partners, Healey & Baker and Financial Times Information

Cushman & Wakefield

Head of EMEA Brand & Design

Dec 2015 – Jun 2022

- Provided end-to-end leadership of EMEA brand strategy and creative delivery within a top-three global real estate firm.
- Directed a cross-functional team of central designers and supported 12 in-country creatives, fostering a culture of design excellence, mentorship, and accountability.
- Spearheaded creative alignment between EMEA, Americas, and APAC, ensuring consistency in brand experience across global markets.
- Orchestrated large-scale rebranding and refresh initiatives, including internal rollouts and external campaigns, adapting messaging and design to culturally diverse audiences.
- Led the transformation of the design team from a reactive service function to a proactive strategic partner, trusted by senior stakeholders including UK and EMEA CEOs.
- Developed and managed a £500k design and brand operations budget, ensuring cost-effectiveness while investing in high-impact solutions and external partnerships.
- Championed the adoption of digital-first platforms (ScheduleIt, Ceros, Infogram, Biteable, Thirdlight) to improve campaign tracking, version control, and content scalability.
- Assisted in initiating the launch of a "brand centre," centralising all tools, templates, assets, and brand guidelines, enhancing efficiency across global marketing and regional affiliate partners.
- Oversaw video production strategy—from concept development, briefing, filming, to editing—to create engaging internal and client-facing content.
- Led the creative direction for flagship campaigns (e.g., Future of Cities), collaborating with external agencies and internal strategy leads to align on purpose, visuals, and execution.
- Designed internal communication campaigns tied to strategic visioning, HR initiatives, CEO messaging, and brand values, increasing employee engagement and alignment.
- Played a key role in building affiliate brand capability through toolkits, conferences, and cross-training, contributing to a unified global brand voice.
- Integrated new creative technologies and workflows, including automated asset creation and templating tools, improving output quality and turnaround speed.
- Served as a bridge between internal comms, IT, marketing, and business development teams to ensure seamless brand integration across all business touchpoints.

Cushman & Wakefield

Associate Director, Head of Creative, EMEA

Jun 2005 – Dec 2015

- Unified fragmented brand and marketing teams across Europe into a single cohesive visual language.
- Directed the 2010 rebrand post-Healey & Baker integration, and the 2015 refresh post-DTZ acquisition.
- Built creative toolkits and asset libraries scaled for use by 45,000 employees across the firm, on acquisition.
- Oversaw creative production for bid proposals, corporate brochures, events, presentations and films.
- Managed freelance designers and third-party vendors; set creative standards across internal and external teams.
- Led art direction and styling for photo shoots and visual content creation.

Healey & Baker

Pitch Designer

Jun 2000 – Dec 2005

- Elevated the firm's client-facing materials, transforming pitch presentations with stronger visual narrative.
- Helped lay the groundwork for the firm's evolving in-house creative capabilities.

Financial Times Information

Desktop Publisher

Feb 1997 – Jun 2000

- Supported live 'stocks and shares' feed and publishing operations.
 - Transitioned into design after discovering passion for desktop publishing; went on to study HND Multimedia Design.
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PERSONAL ATTRIBUTES

- Creative, Strategic, Detail-Oriented, Approachable, Good sense of humour, Honest
- Passion for mentoring, coaching and empowering teams
- Thrive in dynamic, collaborative environments

PERSONAL INTERESTS

- Film and visual arts, Digital advertising, Printmaking
- Travelling and cultural exploration
- Gardening and vegan cooking: vegetable farm-to-vegan fork!

REFERENCES

Please contact via LinkedIn

- [Nigel Pyke, Global brand and Marketing Director, KPMG](#)
- [Helen Basil, Global Head of Communication, Clifford Chance](#)
- [Louca Efthemi, Head of Creative Studio, Aviva](#)
- [Paula Viner, BD and Marketing Director, Cluttons](#)
- [Kassiani Tzanou, Practice Development Lead, Simmons & Simmons](#)
- [Emma Kirby or Alex Taylor, New Era Events](#)
- [Natalie Bennett, Product Lead, Digital Marketing, Global Marketing & Communications, Cushman & Wakefield](#)
- [Jennifer Ukaegbu, Senior Manager, Partner Marketing, HUMAN](#)