

About

Cross-disciplinary creative leader with a deep technical foundation. I design systems, tools, and narratives that scale, working embedded within technical and product teams to translate creative ambition into real-world, production-ready solutions.

At fxhash, I led creative from inception to seed (\$5M at \$30m/TDV from 1kx, Fabric Ventures, USV), shaping product, protocol, and public presence. Known for bridging design and development, aligning creative systems with engineering constraints, and delivering clean, scalable execution. My background in film/TV VFX sharpened a bias toward clarity under pressure and solutions that hold up in production.

Experience

Creative Director & Core Team

fx(hash)

London / Remote
2021-Present

Governed the platform's creative and brand identity from seed stage to global recognition, holding final authority on brand, product UX, and marketing creative. Managed a team of designers and external collaborators while leading creative strategy across the organisation.

- Managed and mentored a team of UI/UX designers and external creative freelancers, overseeing all creative output.
- Architected and owned the brand identity and narrative strategy that drove platform adoption, **directly contributing** to over \$50M in value distributed to artists and collectors.
- Led internal workshops with the core team to define and codify brand messaging, artist-first principles, and market positioning.
- Directed the full lifecycle of UI/UX design, from protocol-level concepts to the implementation of system-level UI libraries used by 2M+ artworks, from hands-on research and development, through to robust production delivery.
- Oversaw the creative execution of technical marketing campaigns in partnership with the communications team, collaboratively producing brand films, motion assets, and live event visuals.
- Produced and directed exhibitions at premier international art fairs including Art Basel (Basel, Miami, Paris+), Paris Photo, and Bonhams London. Raised over \$300,000 for charitable causes through curated art auctions and events.

Technical Designer

BLIND Ltd.

London
2016-2021

Worked across high-profile film and TV productions as a VFX, UI, Graphic Designer, Animator, Compositor and Technical Generalist. Focused on pipeline tooling, procedural workflows, and production-grade delivery under strict timelines and complex requirements.

- Collaborated with art directors and pipeline leads to solve complex production challenges
- Managed relationships with key industry stakeholders including directors, producers, cinematographers.
- Supervised asset ingest, media conform, slating automation and delivery specifications studio-wide (Python, ffmpeg).
- Engineered Houdini-based toolsets for simulation assets, optimising output strategy for complex workflows.
- Delivered pipeline-agnostic assets across rendering, simulation, and compositing (Nuke, After Effects, Shot mgmt.)

Selected clients:

Lucasfilm / Disney: *Solo: A Star Wars Story* (2018), *Star Wars: Episode IX - The Rise of Skywalker* (2019), *Andor* (2022-2025), *Obi-Wan Kenobi* (2022)

Paramount Pictures: *Mission: Impossible - Fallout* (2018) *Top Gun: Maverick* (2022), *Mission: Impossible - Dead Reckoning Part One* (2023)

Netflix: *3 Body Problem* (2024), *Spiderhead* (2022), *Fate: The Winx Saga* (2021)

HBO / MGM / Apple TV+: *No Time To Die* (2021), *Succession* (2023), *Disclaimer* (2024)

Core Competencies

Creative & Brand Strategy: Design systems architecture, narrative development, technical marketing, campaign creative direction, brand positioning.

Product & UX Leadership: UI/UX direction, developer handoff optimization, design token architecture (Figma), translating complex protocol logic into intuitive user experiences.

Web & Onchain Technology: Hands-on proficiency with TypeScript, React, Wagmi/Viem for building fully functional prototypes, microsites, and implementing production-level design fixes. Deep practical knowledge of Web3 protocols, smart contract limitations, and on-chain UX patterns to guide technical architecture and product development.

Technical Art & Tooling: Houdini, Blender, DaVinci Resolve; procedural workflow design and graphical automation pipelines.

Interests/Hobbies: Tech/AI/Blockchain News & Development, Reading, Writing, Art History, Contemporary Art Practice, Live Events, Cinema, Sewing, Side Projects (Typescript+Next.js/Node.js)