

Tracy Costopoulos

Brand Design Lead - Art Direction

+44 79 2344 8305
tracycostopoulos@gmail.com
London, UK
www.tracy-lynn-design.com
[LinkedIn](#)

ABOUT ME

Brand Design Lead and Art Director with an agency and in-house background across SaaS, B2B, and ad-tech. I specialize in translating complex tech concepts into clear visual stories, building flexible brand systems for scalability, web UI, and global event campaigns. My approach balances strategic direction with hands-on craft, integrating custom illustration and AI workflows (Claude/ChatGPT) to optimize production while maintaining a distinct, human touch. Having partnered with brands like WIX, SurveyMonkey, and Manchester City FC, I currently drive creative consistency and identity as the Brand Design Lead at Liftoff Mobile. Available for remote, hybrid, or freelance work.

DESIGN SKILLS

- Graphic Design
- Brand Design
- Web-UI Design
- Vector Illustration
- Art Direction
- Print Design & Production
- Experiential Design
- B2B Corporate Event Design
- Infographics and Data Viz
- Internal Comms Design
- Decks & Keynote Design
- Swag-Merchandise Design

TECH STACK

- Figma
- Adobe Illustrator
- Adobe Indesign
- Adobe Photoshop
- Adobe XD
- Adobe Firefly
- Powerpoint
- Canva
- Google Slides
- Keynote
- WIX
- Unbounce
- Jira
- Asana
- Claude Design
- Claude CoWork
- ChatGPT

EDUCATION

- BA in Communication Design
- University of Cape Town

EXPERIENCE

BRAND LEAD | Liftoff

Jan 2022 - Present

Drive the visual identity and creative execution for global B2B ad-tech marketing campaigns, brand activations, and scalable creative infrastructure. Served as a core creative anchor through a high-profile corporate merger and subsequent IPO.

- **Post-Merger Rebrand & Global Identity:** Led the post-merger visual transition, establishing a unified, multi-channel visual language that aligned our global identity across digital, web, and print.
- **Scalable Brand Systems:** Designed and implemented robust, responsive brand frameworks from the ground up, ensuring absolute consistency across all marketing touchpoints.
- **Operational Efficiency & AI Integration:** Optimized studio workflows by embedding AI-driven design tools (Claude, ChatGPT) into daily processes, accelerating ideation and production cycles.
- **Global Team Empowerment:** Built a comprehensive suite of 50+ custom Canva templates, enabling cross-functional marketing and internal communications teams to independently self-serve on-brand assets at scale.
- **360° Experiential Design:** Manage end-to-end spatial design and environmental graphics for 8+ global B2B conferences annually, translating complex tech concepts into immersive physical brand experiences that resonate with regional markets.
- **Bespoke Illustration & Storytelling:** Developed custom illustration libraries and bespoke visual assets that humanize technical ad-tech concepts, making complex products more accessible while establishing a highly distinct, proprietary brand presence.
- **Leadership & Governance:** Mentor a talented team on creative execution, establishing a culture of brand alignment while partnering directly with senior stakeholders and external vendors.

FREELANCE SENIOR DESIGNER / BRAND LEAD | Brown Owl Creative

Feb 2010 - Dec 2021

Operated as an independent creative partner and sole trader for web agencies, tech startups, and enterprise brands. Managed complete creative lifecycles from high-level art direction to technical execution and print production.

- **High-Profile Brand Partnerships:** Delivered impactful visual transformations, digital UI layouts, and multi-channel marketing assets for premier global brands including WIX, Manchester City FC, and SurveyMonkey.
- **Client & Project Ownership:** Independently managed end-to-end project scopes, budgets, vendor relationships, and tight production timelines, maintaining a 100% retention rate for long-term contract partnerships.
- **Conceptual Visual Storytelling:** Translated dense business requirements into intuitive, engaging visual narratives across web, mobile, and print mediums.

SENIOR GRAPHIC DESIGNER | Norwegian Cruise Line

Jan 2007 - Jan 2010

- **Campaign & Launch Design:** Led the visual direction for major seasonal marketing campaigns and developed high-impact creative collateral for global ship launches.
- **Print Production & Publication:** Designed and produced comprehensive annual regional brochures detailing complex ship itineraries, overseeing the process from conceptual layout to print-ready delivery.
- **Digital Brand Management:** Managed web updates and digital asset management via Drupal CMS, ensuring strict brand integrity across all localized digital touchpoints.
- **Team Mentorship:** Mentored junior designers on creative execution, project workflows, and brand standards to support the studio's collective professional growth.