Senior Brand & UI/UX Designer Lee WGSN

15+ years integrated brand, digital and user-centred design expertise

Experience working with some of the largest FMCG brands, companies and agencies from fashion-to-finance.

Specialising in clean, corporate-chic digital UX design and brand-focused user experience.

Recent projects include website design for the luxury sector and branding and art direction within the financial and publishing markets.



"Passionate, energetic and driven. Full of ideas and an absolute pleasure to work with and be around." Ije Nwokorie – CEO – Wolff Ollins

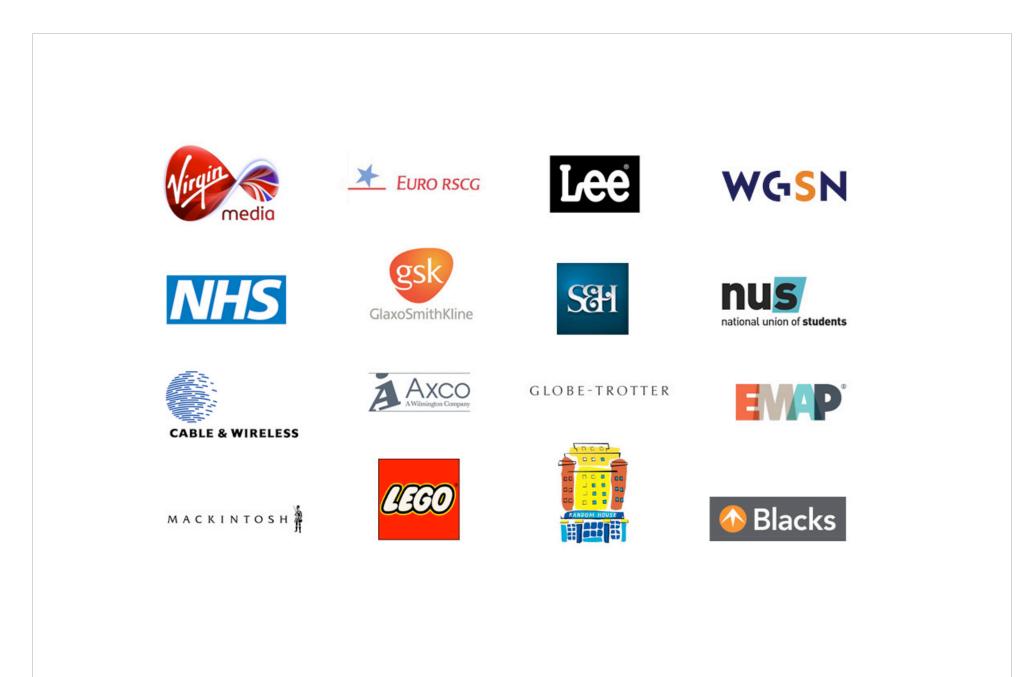
"Ben brings a passion and energy to every project he touches. His graphical design abilities have brought many websites and brands alive. His ability to convey his design vision to non-designers is impressive and ensures that this is delivered by the rest of the project team. Ben is a fun and inspiring guy to work with, who enlivens the rest of his project team to deliver great results."

James Stevens – Business Analyst – SAGE Publications

Discover. Design. Deliver

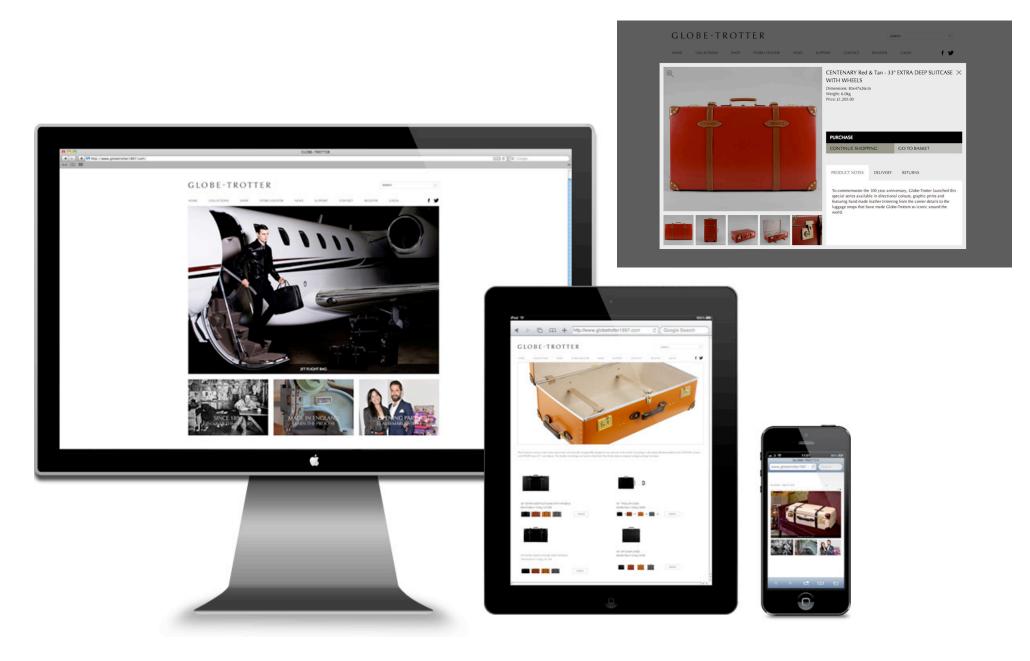
Client Experience

Brands, agencies and companies



Globe-Trotter

Fashion & Luxury Goods | E-Commerce website and product gallery GUI design

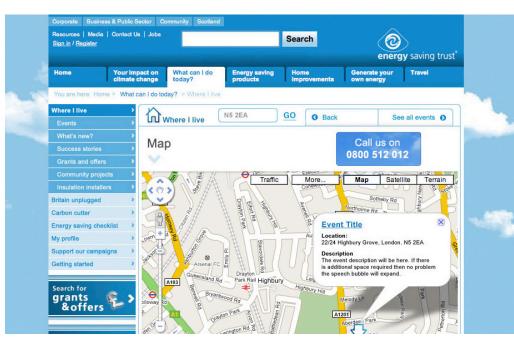


Publishing | Website design and concept development



Energy Saving Trust

Public Sector | Website local community information portal, mobile app interface design and housing icons set















1950's semi-detached

1980's detached house 1980's mid-floor flat







Bottom flat

End of terrace





Conservatory







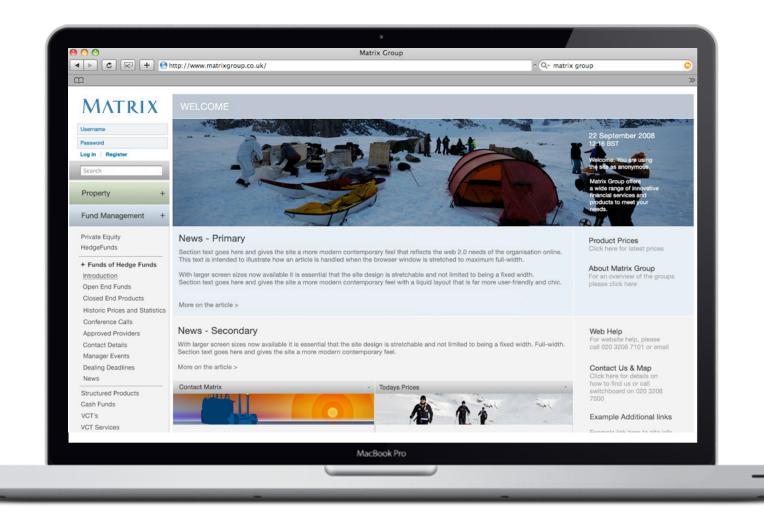
House extension

Solid-walled detached

Period mid-terrace

Matrix Investments

Finance | Website design concept development



Kirsch Interiors

FMCG | Iconography for curtain rail and pole product packaging









Kirsch? Take a deep breath_rods, poles, finials, sconces, holdbacks, scartholders, swagholders, tiebacks, rings, endcaps, brackets and window shades. In a word…or two…window fashions.

Of course, the world of window fashions isn't just about window fashions. It's about walls and floors, rugs and ceilings, sunlight and moonbearns. It's about cordinating the entire look of a room, a house, a life.

What follows is our language. The language of beauty and elegance. It's more than what we sell. It's what we do. And who we are. When you know it, you'll know us. And you'll truly be ready to enter the world of Kirsch.

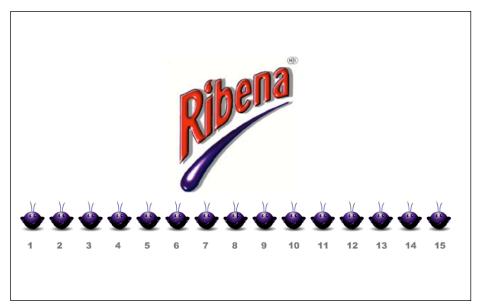
Thunderbirds

FMCG | Website design and concept development



Ribena

FMCG | Flash e-card berry music maker concept visual



Lee Jeans

FMCG | Website design and concept development

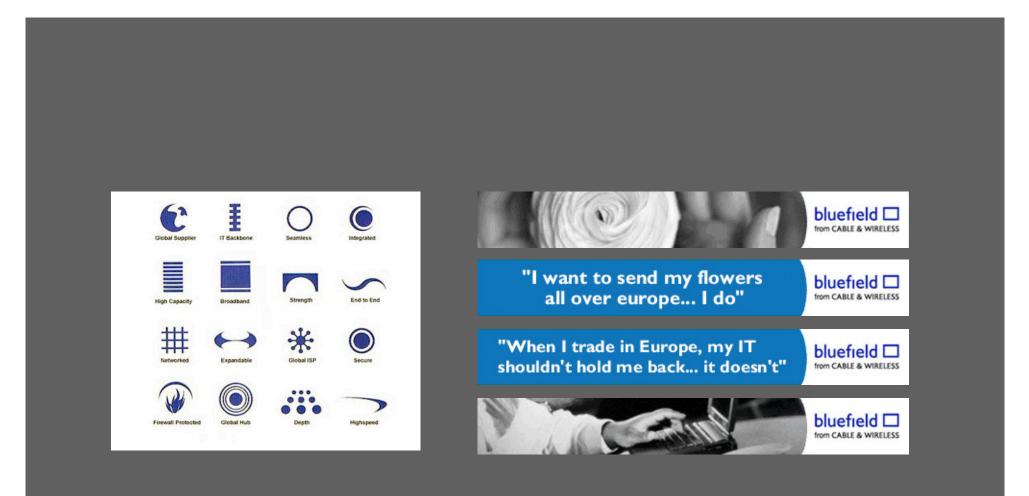


Blacks Leisure





Telecoms | Internet services web banners and icon set



Public Sector | Billboard poster campaign concept for NHS+







Workspace may come at a premium, but not at the expense of your health



Banner frame 1	Caring for the mind 👩 NHS Plus	
Banner frame 2	Caring for the body 😵 🛛 NHS Plus	
Banner frame 3	Caring for the soul O	