

Andy* Henderson

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I'm a Scotland-born, London-based designer and typographer with 14+ years of experience delivering dynamic, creative projects to clients worldwide. After moving south a decade ago, I refined my craft by working in-house and freelance before seeking out new challenges in the world of agencies.

Over the years, my passion for type has led me down the long, winding road of brand identity and logo design with (seemingly) no turning back. I want to continue developing those skills, learning new ones, discovering fresh ideas and expanding my creative practice while delivering lasting, impactful work.

Key Skills

- Branding
- Logo Design
- Graphic Design
- Typography
- Design Direction
- Design Leadership
- Mentorship
- Digital Design
- Print Design
- Editorial Design
- UX & UI Design
- Type Design
- Motion Design
- Illustration
- Iconography
- Workshops

Tools & Software

- Adobe Creative Cloud
- Figma & Sketch
- Fontself Maker
- Typeface Font Manager
- Eagle App
- Jitter
- Google Workspace
- Microsoft 365
- Webflow & Cargo
- ChatGPT

Education

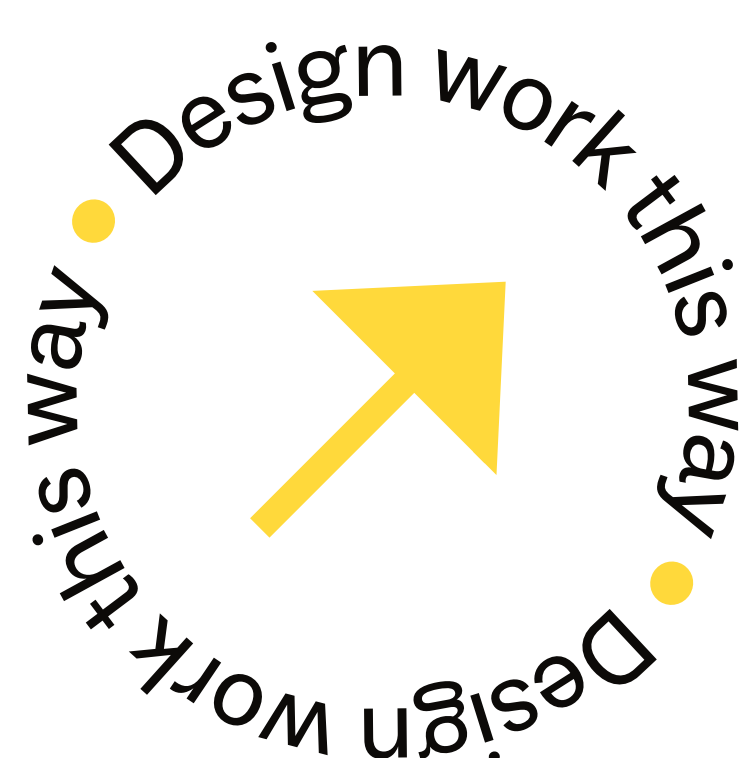
BDes (Hons) Graphic Design

Gray's School of Art, Robert Gordon University, 2006-2010

- Shortlisted for the 2010 Penguin Design Award Children's Prize
- Featured by the D&AD New Blood Awards 2009 for Illustration

Selected Clients

- Aviva
- BCG
- Beyond Food
- BFI
- GANNI
- Google
- Guinness
- Howden
- Loveholidays
- Onsi
- OQC
- Revolut
- Smartly
- Tinybeans
- Trekstock
- Viasat



Work & Experience

Freelance Designer

Since 2010 (full time since August 2024)

- Delivering brand identities and campaigns across Europe with a focus on meaningful change around complex social issues
- Established a partnership with beer writer Mark Dredge, developing projects for Guinness and featured on Sunday Brunch
- Delivered impactful work across multiple disciplines including children's books and alcohol packaging

Head of Design at &above

August 2023 to August 2024

- Developed and executed the studio's acclaimed rebrand following the merger of RCCO and Wild into a full-service agency
- Directly managed the design team while leading branding, editorial and illustration projects for major tech clients
- Provided design direction and support on successful film, tech and strategy projects with storyboards, workshops and more

Senior Designer at Shoreditch Design

March 2021 to August 2023

- Played a key role in establishing and growing the studio's brand and reputation as it more than doubled in size and output
- Oversaw the creative output of the wider team across branding, typography and print with reviews, talks and workshops
- Directly managed and mentored junior designers to ensure successful delivery of graphic and product design projects

Graphic Designer at Young's Pubs

October 2016 to March 2021

- Developed new visual identities as Design Lead on new investments including major hotel, pub and restaurant launches
- Improved design and print output for 200+ venues leading to increased sales and bookings company-wide

Creative Designer at The Craft Beer Co.

January 2016 to October 2016

- Designed and developed a new website leading to an increase web traffic and bookings across the company
- Led the creative for acclaimed beer festivals, brewery events, product launches and new venue openings

Designer at Springer Nature

August 2013 to January 2016

- Created large-scale illustrated murals for the new Macmillan campus in King's Cross and New York
- Supported the wider team through the merger between Palgrave Macmillan to Nature Publishing Group