


## CONTACT

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## SOCIAL

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WeChat - Philiphandford  
Linked in - Philip-handford

### Primary Skill set

The list below defines my key skillset, areas that I will take a leading role.

- Best in class case study reports
- Workshop ideation /Design thinking
- Brief writing and delivery
- Experience Signature strategy
- Customer Journey PHD
- Touchpoint Design & innovation
- Concept design, sketch visuals
- Schematic design
- Furniture design
- Standardization & Roll out
- Wash up Performance review
- Creative team / agency management, interview, review.

### Support Skill Set

The list below defines key areas I will offer a supporting role.

- Brand Proposition (client / specialist led)
- Brand Mapping / positioning
- Competitor landscape
- Growth Strategy Plan
- Annual Targets & Budgets
- Financial modeling
- Real estate selection

# Philip Handford

## CURRICULUM VITAE

### PERSONAL STATEMENT

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An entrepreneurial experience designer with over 25 year's in business. Established CAMPAIGN an experiential design agency in London in 2009, it went on to become the leading creative agency in London for Burberry, Selfridges, and many more Luxury, and sports brands. A hands on approach to innovate & direct creative teams to deliver progressive experiences, for retail, & hospitality. With a global point of view, I work closely with brands to build consumer engagement and drive growth, My working methods are built on a foundation of trust, teamwork, & strategic insight. Im driven to hit targets and exceed exceptions, and have ensure we all enjoy the journey, and have some fun along the way.

### WORK EXPERIENCE

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Experience & Design Director, Nov 2022 to date

#### SALT, Dubai

Key responsibilities:

Responsible for leading the experience strategy & redesign for SALT, from SALTCAMP events to restaurants. Also structuring a new in house design team.

Key Achievements: (6 months)

- Experience Signature Strategy
- 5 Events from concept to delivery Dubai & Abu Dhabi
- 3 Store Designs UAE & KSA
- 1 Large scale temporary Destination in Dammam
- Team structure and hiring

Senior Design Director, 2021 to 2022  
Flagships & New Concepts China

#### Starbucks, Shanghai

Key responsibilities:

Responsible for leading the Concept Design team to develop ideation and new store format evolution as well as leading the Flagship Design team to leverage flagship/HPP as an innovation lab to transform total store experience.

Report to Leo Tsoi, CEO Starbucks China.

My Direct Reports:

- 4 Design Directors
- Total team size 24 people

Key Achievements:

- 2 flagship stores
- 2 New concept formats
- Deliver pilot stores to test new concepts
- Develop transformational store portfolio strategy
- Establish 'Innovation Lab' for prototyping
- Develop 2 new range of furniture

“Philip’s antenna is sensitive to the changes of the way people interact with design. Whether it be in a physical or digital space and paired with his energy, diverse skills and creative talent that set him apart.”

Christopher Bailey,  
CEO  
BURBERRY

## SOFT SKILLS

- Inspirational creative mentoring
- Natural Presenter
- Project leadership skillset
- Passionate innovator
- Influencer for stakeholders

## REFERENCES

Available on request

## PREVIOUS POSITIONS

Imagination	2002 - 2008
Dalziel & Pow	1998 - 2002
MED Brighton	1996 - 1998

## EDUCATION

BA hons Interior architecture	
Brighton University	1993 - 1996

## INTERESTS

- Flying
- Art
- Travelling
- Cinema
- Working out
- Cooking
- Health and fitness

Design Director, June 2019 to June 2021  
Associate  
Retail Practice Area leader, Greater China

## Gensler, Shanghai

Key responsibilities:

As Design Director for the largest Global Design Agency I am responsible for a creative studio of 20 designers in Shanghai. Working closely with designers & Project managers to win and deliver leading retail designs across various retail categories, EV Cars, Sports, & Fashion, responsibilities include:

- Leading business development and studio growth initiatives
- Senior creative leadership for projects within the studio
- Delivering presentations from strategy to interiors solutions
- Nurturing talent and working to build a creative team
- Working with Global teams to delivery international projects
- Speaking at industry events, to share thought leadership.

Key Achievements: (2 years)

- Increase revenue by 30% in first year
- Self generated new clients in sports and luxury
- Being promoted to Associate in first year.

Creative Director, January 2018 - June 2019  
**Fitch, Shanghai**

Key responsibilities:

As Creative Director for this international retail design agency, developing retail design in the various categories, EV Cars, & Fashion, my responsibilities include:

- Leading business development and studio growth initiatives
- Senior creative leadership for projects within the studio
- Producing presentations from strategy to interiors solutions
- Nurturing talent and working to build a creative team

Key Achievements: (5 months)

- Securing 8 pitches with large brands
- Winning 3 pitches to date
- Building team by 300%

Creative Director, 2009 - 2017  
**Campaign, London**

As Founder and Creative Director for London based agency, my responsibilities included:

- Creative leadership for all projects
- Hands on Approach, producing sketch visuals, and design presentations
- Presenting design proposals to clients, and working collaboratively
- Developing and managing new business opportunities.
- Financial management, including annual forecast & cash flow review.

Key Achievements:

- Built up and managed a studio with 15 creatives
- Won 9 awards for my work
- Generated over £6 million worth of fees in 7 years