

Lisanne Pinfield

Brand Designer



EXPERIENCE

Director of Brand

Inveniam Capital Partners

Jan 2025 - Present - 1y 4m, Remote

Defined Inveniam's positioning to help the company gain clarity to scale with confidence. Rebranded their visual identity to match their newly defined ambition. Aside from Marketing, Sales and Product, I worked closely with the CEO and managed senior stakeholders.

Head of Brand

Hedgehog

Mar 2022 - Jan 2025 - 2y 11m, Remote

Helped establish Hedgehog's positioning and created their visual identity, closely aligning with the Product team. Heavily focused on perfecting Hedgehog's story through their investor deck. As a result, Hedgehog was acquired by Inveniam Capital Partners in December of 2024.

Senior Brand Designer

Mr B & Friends

Feb 2019 - Feb 2022 - 3y 1m, Bristol

During my time at this brand agency, I worked alongside the Creative Director and other designers on brand development (mostly UI) for clients such as IHG, Bristol Airport, LDC and AutomatePro.

Senior Brand Comms Designer

Trainline

Apr 2017 - Dec 2018 - 1y 9m, London

Project Lead on Trainline's brand refresh in collab with Studio Koto. Senior Creative on multiple campaigns. Line Manager to a creative team of four, overseeing brand consistency across both in-house output and agency work, and establishing a levelling framework for creatives to drive personal growth and career development.

Brand Design Lead

BlaBlaCar

Jul 2015 - Mar 2017 - 1y 10m, London

Brand Design Lead for a creative team of four across London and Paris, occasionally managing freelancers. First point of contact for corporate identity, style guide, and brand design queries across 22 international markets. Collaborated closely with Product teams to plan campaigns.

lisannepinfield.com

lisannepinfield@gmail.com

+44 74 92 631 676

Bristol, UK

Social

[linkedin.com/in/](https://linkedin.com/in/lisannepinfield)

[lisannecreutzburg](https://www.instagram.com/lisannecreutzburg)

Skills

Visual Branding

Brand Strategy

Verbal Branding

Campaign Concepts

UI/UX Design

Mentoring

Project Management

Marketing Support

Tools

Adobe CC Suite

Figma

Framer

Webflow

Languages

Dutch (native)

English (professional)

Education

BA Graphic Design

2005-2009

Royal Academy of Art

The Hague (NL)