

Ibrahim Rangel

HEAD OF DESIGN

Creative & Strategic Leadership, Global Brand Experience

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EDUCATION

BA (Hons) Digital Advertising & Design

Ravensbourne 2014 - 2017

CORE COMPETENCIES

Leadership & Team Management,
Department Growth, Creative &
Art Direction, UX/UI, Branding,
Motion & Digital Design, Process
Optimisation, Strategic Business
Alignment, Client Partnership, Global
Market Experience

KEY BRANDS & CLIENTS

Asos, Bayer Group, Boohoo Group,
Cadbury, Coca-Cola, Disney,
Mitchells & Butlers, Nestlé, Puma,
Starbucks, Taylors of Harrogate,
Team GB, Vimto, Yorkshire Tea

Work delivered across UK, EU, UAE,
and US markets.

DESIGN TOOLS

Figma
Adobe Creative Suite

WEB & CMS PLATFORMS

Squarespace
Shopify
Wordpress (Divi)
Adobe Experience Manager
Magento

EMAIL MARKETING PLATFORMS

Merkle
Mailchimp
Emarsys

PROJECT & WORKFLOW TOOLS

Asana
Monday.com
Forecast
Harvest
Synergist
Jira

Head of Client Design

Mention Me

Oct 2024 - Oct 2025

(Line management)

Client Design Manager

Mention Me

Jul 2023 - Oct 2024

(Line management)

Lead Digital Designer

Mention Me

Jul 2022 - Jul 2023

(Line management)

UI & Digital Design Lead

Joma Jewellery & Katie Loxton

Oct 2021 - Jul 2022

(Line management)

Senior Digital Designer

Joma Jewellery & Katie Loxton

Oct 2020 - Oct 2021

(Line management)

Digital Designer

Verse

Oct 2019 - Oct 2020

Designer

Life Agency (Communis)

Apr 2018 - Oct 2019

Founder

Xavier Rangel

Aug 2015 - Present

Early Career Roles

Shopontime, Pharmanuticals,

Mustafa Cohen

Jul 2014 - Mar 2018

Design leader with 10+ years' experience scaling design functions, shaping global brand identity, and driving creative strategy. I lead multidisciplinary teams, streamline workflows, and partner with C-suite executives to align design with business objectives and deliver measurable outcomes.

Led the client design team to deliver specialist services and workshops that enable clients to achieve KPIs. I oversaw a redesign of the help centre, played an integral part in introducing self-service capability, and improved operational workflows. Reporting to the COO, I presented business cases to the C-suite and worked with executives to align design with company objectives.

Steered the department through operational transformation, modernised legacy LESS CSS, and aligned delivery with new business strategy. Recognised with the 2023 Customer Love Award and inclusion in the high-performance programme. Reported to the COO and worked closely with executives to ensure design supported commercial growth.

Managed the design function for global e-commerce clients, embedding standards and mentoring designers. Improved client engagement through data-driven design while reporting to the CPO and ensuring alignment between design, product, and commercial priorities.

I directed the digital identity of Joma Jewellery and Katie Loxton across UK, EU, and US markets, improving conversion rates through UX/UI optimisation and ensuring cross-channel consistency for B2B and B2C audiences. I collaborated closely with executives, including the CEO, to integrate design strategy into broader business goals and support international growth.

Managed the digital design department, introducing streamlined processes and mentoring the team. Partnered with marketing and executives to enhance shopper journeys and drive sales, balancing leadership with hands-on design delivery.

At Verse, I executed creative campaigns for Mitchells & Butlers brands across all digital platforms. I focused on producing fresh, innovative digital-first design solutions that balanced brand consistency with creative impact, ensuring campaigns resonated with diverse customer groups.

I developed integrated TTL and shopper marketing campaigns for blue-chip FMCG clients. My work combined strong conceptual thinking with executional craft, creating designs that successfully converted sales in highly competitive retail environments while also enhancing brand presence.

As founder of my own design practice, I have delivered branding, UX/UI, motion graphics, and campaign design services to a wide range of clients. Running the business has given me end-to-end responsibility for client acquisition, pipeline management, budgets, and project delivery, while maintaining creative excellence and cost efficiency.

Worked as a Graphic and Creative Designer with agencies and in-house teams including Shopontime, Pharmanuticals, and Mustafa Cohen. Delivered brand identities, packaging systems, and campaign concepts, gaining hands-on experience across B2B and B2C design. Contributed to marketing campaigns leveraging celebrity endorsements, executed scalable design frameworks, and supported client acquisition with conceptual pitches that converted into successful projects.