

petermccabe.co.uk

Personal details

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Nationality: British
Status: Married

Profile

Designer, art director, and creative director specialising in brand identity, visual identity systems, corporate comms, and website design.

I've worked client side. I've worked agency side. I'm a leader and a team player. I'm agile with a 'can-do' attitude that brings out the best in projects, processes, and people. I'm very lucky to love what I do for a living and it shows in the work.

Career highlights

- Rebranded the Bank of England working in-house.
- Captained the team that produced three FIFA World Cup emblems.
- Modernised the Hawk jet for BAE Systems.
- Crafted the ECB's three lions to give them more bite.

Recent career history

2024—2026: Freelance

Role: Creative director / Creative lead / Art director / Designer
Clients: EMS Events / Mitcham Golf Club / Napoleon Consulting / Pebl / Wellyx

I currently work directly with company owners, stakeholders, and in-house teams on brand refreshes, website UI/UX overhauls, social media campaigns, and visual identity system development. The above clients all came from personal recommendations.

2023—2024: Kooth plc

Role: UK Design manager / Creative director

Full-time contract managing the UK design team and creatively directing the corporate brand refresh, website UI/UX overhaul, annual report and accounts, industry events, UK and US product launch, brand development, and social media engagement campaigns.

2019—2022: Bank of England

Role: Senior creative

I was employed on a full-time, fixed-term contract to work on high profile projects including the update of the Bank's brand identity, future-proofing the visual identity system, overhauling the website UI/UX, and creating launch campaigns for the £50 and £20 banknotes.

My full career history can be viewed [online](#).

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Technology

Design: Adobe Creative Cloud. Elementor Pro. Figma. InDesign. InCopy. Illustrator. Keynote. Photoshop. XD. WordPress.

Motion: After Effects. Premier Pro.

General: AI technologies. Cinema 4D. Google suite. Logic Pro. Microsoft suite. Thorough understanding of the print production process. Excellent knowledge of best practices for digital content adhering to Web Content Accessibility Guidelines (WCAG).

Accolades

Bank of England: The Best Brand Awards (Winner) / DNA Design Award (Winner) / A'Design Awards: Visual Communication (Silver) / A'Design Awards: Photography (Bronze)

Cinven: D&AD (Silver) / Financial Times Mouldy Mince Pie Award (Winner)

BAE Systems: The Drum Roses Award for Corporate Literature (Winner)

Education

Morley College, London: After Effects (Levels 1/2)

University College Salford: Higher National Diploma (HND) in Graphic Design.

North Cheshire College: Ordinary National Diploma (OND) in Art and Design.

Interests

Art: Life drawing. Pen & Ink. Pencil. Oil painting. Typography. Watercolour.

Music: Bass. Guitar. Composition. Piano. Production. Recording. Sound art.

General: Cooking. Cycling. Exhibitions. Golf. Live music. Photography. Reading. Travel.

References

Available upon request.