

CLARE MODENESI

GRAPHIC DESIGN, ART DIRECTION & IDEAS GENERATION

ABOUT ME

I'm Clare, a Creative / Design Lead with extensive experience leading creative within fast-paced, high-growth brands. I specialise in creative strategy, people leadership, and building high-performing design teams that deliver impactful, consistent work at scale.

I've led multidisciplinary projects across brand, packaging, campaigns and digital platforms, working closely with senior stakeholders to shape creative direction, improve processes, and raise the bar for creative quality. I lead creative teams to solve complex brand challenges, develop high-performing talent, and deliver creative work that drives measurable business value.

SPECIALIST SKILLS

Leadership & Strategy

Creative vision & brand strategy
Team leadership & development
Stakeholder management
Resource planning & prioritisation
Agency & partner management

Creative Direction

Art direction
Brand systems & guidelines
Campaign & ATL creative
Packaging & product design

Delivery & Operations

Project & workflow management
Process improvement
Cross-functional collaboration
Print & production oversight

QUALIFICATIONS & ACHIEVEMENTS

Best Project Award	2023
Inside Out Award	
Creativepool Advertising	2023
People's Choice Award	
Creativepool Advertising	2023
Creative Team of the Year	2023
D&AD judge, professional awards	
Packaging category	2017
D&AD industry expert	
Student portfolio session	2016 & 2017
BA(Hons) Graphic Design	
Cumbria Institute of the Arts	2003-2006

REFERENCES

Available on request

 **WEBSITE**
claremodenesidesign.com

 **EMAIL**
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EXPERIENCE

FREELANCE

2004 – PRESENT

Alongside my permanent roles, I've worked extensively as a freelance creative, partnering with brands to build identities from the ground up, delivering complex packaging and campaign rollouts. This experience has given me broad strategic perspective, adaptability, and a strong understanding of how different businesses operate.

GOUSTO – DESIGN LEAD

JANUARY 2022 – PRESENT

I lead Gousto's in-house design team, managing and developing a team of 7 creatives across brand, packaging, campaigns and digital. I'm responsible for setting creative direction, prioritisation, and ensuring the team delivers high-quality work at pace within a fast-moving commercial environment.

Leadership & Management I line-manage and develop the team, with responsibility for performance reviews, career development, ongoing feedback and coaching. I build team structure and define ways of working that support both creative excellence and consistent delivery, while partnering closely with senior stakeholders to ensure creative output aligns with business goals.

Creative Strategy & Direction I evolve the creative strategy across ATL, digital, packaging and all brand touchpoints, leading creative thinking from brief through to execution. I ensure ideas are strategically sound, on-brand and commercially effective, acting as the senior creative decision-maker and balancing brand ambition with commercial success.

Stakeholder & Business Collaboration I work closely with marketing, product, growth and external agencies to shape briefs, influence direction and deliver against priorities. I regularly present creative strategy, concepts and recommendations to senior stakeholders, and drive process improvements to improve efficiency, clarity and delivery across the creative workflow.

Brand Leadership I act as a brand guardian for Gousto, ensuring consistency, quality and progression of the brand across all channels. I push creative standards while protecting the integrity of the brand at scale.

INNOCENT DRINKS – SENIOR CREATIVE

2010 – JAN 2020

As a Senior Creative at innocent, I worked within the group marketing team delivering packaging, ATL and brand creative across multiple international markets. I played a key role in protecting and evolving the brand globally, working closely with local teams to ensure consistency, quality and tone of voice across all regions.

Creative Delivery I delivered high-impact creative across TV, packaging, festivals, office environments and new product development. Working at scale within a globally recognised brand required a strong balance of creative ambition, brand consistency and commercial awareness.

People Management I managed and developed senior designers, with responsibility for performance reviews, feedback and ongoing development. I supported designers in raising creative standards while ensuring delivery against business priorities.

Global Art Direction I acted as the senior creative point of contact for non-UK markets, providing art direction and guidance to internal teams, artwork agencies, photographers and freelancers. I also collaborated with external partners including Nickelodeon, Mumsnet and Disney on promotional campaigns.

Project management In the absence of dedicated project managers, I took full ownership of planning and delivery across complex, multi-stakeholder projects. These included large-scale initiatives such as office fit-outs, festivals, Olympic activations and travelling brand experiences, requiring strong organisation, prioritisation and stakeholder management.

VIRGIN MEDIA – DESIGNER

2008 – 2010

At Virgin Media, I worked across a wide range of high-profile projects spanning in-store media, brand environments and large-scale live events. The role required delivering creative solutions at speed, often under tight deadlines and high-pressure conditions.

Creative Delivery at Scale I led the design and execution of the 2009 and 2010 V Festival look and feel, delivering all Virgin-branded creative across signage, staging, tents, merchandise, programmes and digital assets. The scale and visibility of the project demanded exceptional attention to detail, coordination and time management.

Concept Development Alongside delivery, I generated creative concepts for a wide variety of briefs, often unconventional in nature. This role strengthened my ability to think laterally, adapt quickly and deliver distinctive creative solutions within complex, fast-moving environments.

REDHOUSE LANE – DESIGNER

2006 – 2008

Redhouse Lane is a creative communications agency where I worked across more than 40 regular print and online publications. This role formed the foundation of my technical design skills, attention to detail and understanding of production processes.

Design & Production As lead designer on five publications, I was responsible for page layout, artwork, illustration and print production, ensuring consistent quality across multiple outputs and tight deadlines.

Client & Stakeholder Management I worked directly with clients to manage schedules, production and delivery, supporting accounts for brands including RBS, Rolls Royce, EDF Energy and Vodafone. I also contributed to pitches that successfully secured new business for the agency.