

SAMSUNG LEO BURNETT HKTV MALL FORBES ME GENERAL MOTORS DELL ZURICH FAM PROPERTIES

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PROFILE

AT A GLANCE

13 years · 6 countries
Brand → product → build
Remote · hybrid · on-site
Available — select projects,
2026

Creative director and product designer — **13+ years inside brands, agencies and product teams** across the UK, Hong Kong and the Gulf, from Fortune 500s to startups. I've led the visual direction of e-commerce platforms serving **4.5M+ monthly users** (HKTVmall), art-directed **Samsung** launches with **Leo Burnett** across Gulf TV, and launched the UK's first automated retail concept from zero. Having worked inside businesses — not just on them — I design for **how they actually run**. And I stay through the build: front-end, automation and AI tooling are part of my craft, so the work doesn't stop at the file. **It ships, working.**

13+

YEARS — BRAND · CAMPAIGN · PRODUCT

4.5M

MONTHLY USERS ON PLATFORMS DESIGNED

6

COUNTRIES — UK · HK · UAE · KSA +

3×

SAMSUNG LAUNCHES — WITH LEO BURNETT

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EXPERIENCE

MAY 2025 — PRESENT
MANCHESTER · GLOBAL

Independent — *Senior Creative & Automation Consultant*

DESIGN-AND-BUILD CONSULTANCY — ENGAGEMENTS INCL. LOGICFOX · SCENE3D · TOKENSENSE

Senior consultant to growing companies — brand, product and the systems behind them, from discovery and architecture through build, testing and optimisation.

- ◆ Designed & shipped **TokenSense.io** — a 30+ page SaaS dashboard — end-to-end: research, IA, UI system and front-end (Supabase · Vercel)
- ◆ Lead product & systems designer for **Scene3D** — full CRM experience, operational dashboards and AI-assisted intake workflows
- ◆ Built a **self-healing AI agent framework** — six production workflows with human-in-the-loop approval — **open-sourced on the n8n marketplace**
- ◆ CRM automation in HubSpot and Pipedrive — lead capture, scoring, nurture and handoff — cutting manual follow-up by **60-80%**
- ◆ Architected multi-step **lead generation systems** — enrichment APIs, AI qualification, automated outbound
- ◆ Developed **AI document-processing workflows** — contract review, invoice extraction, automated reporting; brand & product for **BrewFlow.io**

NOV 2024 — MAY 2025

HONG KONG · REMOTE

HKT Vmall — *Senior Art Director*

HKT V GROUP — ONE OF HONG KONG'S LARGEST E-COMMERCE PLATFORMS

Led creative direction for an app serving **4.5 million monthly users** — the user experience, visual language and marketing output.

- ◆ Led the **creative vision** for the app redesign and brand refresh across Beauty, Fashion and Lifestyle verticals
- ◆ Directed “**Hello, Beautiful**” — the beauty vertical evolution: conversion-focused journeys across app, OOH and live commerce
- ◆ Designed UX flows and **high-fidelity UI in Figma**, with data-informed decisions improving discovery and purchase pathways
- ◆ Directed **static and motion design** for campaigns, in-app promotions and seasonal launches
- ◆ Helped define the platform's **new design system**; mentored and supported junior creatives

APR 2022 — NOV 2024

MANCHESTER, UK

Shoalter Automation — *Creative & Marketing Manager*

HKT V GROUP — in:FIVE, THE UK'S FIRST FULLY AUTOMATED SMART CONVENIENCE STORE

Led brand, creative and marketing for **in:Five** — shaping its identity from concept to customer experience, working alongside product and engineering to bridge physical retail automation with digital marketing infrastructure.

- ◆ Managed **integrated campaigns** across social, email and physical touchpoints — driving store traffic and repeat engagement
- ◆ Integrated **AI-powered content tools** to scale creation and streamline production — cutting asset turnaround while keeping brand consistency
- ◆ Collaborated with leadership, product and growth teams to **launch new acquisition channels**
- ◆ Oversaw **performance marketing, SEO/SEM and UX analytics** — data-led acquisition and funnel optimisation

2019 — 2022

UAE & KSA

MU Media — *Creative & Marketing Lead*

MENA — SAMSUNG · LEO BURNETT · FORBES MIDDLE EAST · GENERAL MOTORS · FAM PROPERTIES

Led content and marketing for household names across the UAE and KSA — bold creative at agency pace, from branding to TikTok influencer campaigns. Multi-client delivery is where I learned to build **repeatable production systems**.

- ◆ Lead video editor for the **Samsung Galaxy S21 Ultra** launch with Leo Burnett across Gulf TV and digital — **asked back** for the Flip3 and Fold3 5G campaigns
- ◆ **Filmed, edited and produced** video for digital and social — short-form to long-form editorial
- ◆ Pitched creative that **secured new client partnerships**; produced **The Mental Unblock Podcast**
- ◆ Delivered integrated campaigns spanning **influencer marketing and branded content**

2017 — 2019

DUBAI · MENA

YourAmlak — *Creative Lead & Growth Marketer*

PROPERTY PLATFORM — DATA-LED GROWTH ACROSS MENA MARKETS

Drove growth through data-led strategy, creative execution and hands-on production — from brand voice to new-market launches: listings, brokers, and trust with home-seekers.

- ◆ **Multichannel demand generation** — Google, Meta & LinkedIn across Bahrain, Jordan and Qatar with optimised funnels and retargeting
- ◆ Produced **3D walkthroughs and market explainers** that drove qualified traffic and **cut cost per lead**
- ◆ Refined search filters and lead forms with product/UX; SEO content ranking for high-intent keywords

2012 — 2017

GLOBAL

Independent — *Creative & Marketing Director*

SAMSUNG · GENERAL MOTORS · DELL · LEO BURNETT — AGENCY-GRADE CREATIVE, WORLDWIDE

Multidisciplinary creative for global brands across campaign, content, design and digital — supporting household names and growing businesses with commercially focused output.

- ◆ Creative and design delivery across **digital campaigns, branded content and e-commerce platform experiences**
- ◆ High-performing assets for **social, paid media, app, web and marketplace environments**
- ◆ Worked directly with founders and senior stakeholders — **commercial goals into clear creative**

Two disciplines,
one person —
the file and
the launch.

CAPABILITIES

Direction & Design (A)

Creative & Art Direction	CAMPAIGNS · BRAND WORLDS
Product Design — UX/UI	FIGMA · FRAMER · DESIGN SYSTEMS
Brand Identity	STRATEGY · VISUAL LANGUAGE
Motion & Video	EDIT · BROADCAST · SOCIAL
E-commerce Experience	DISCOVERY · CONVERSION · LIVE
Adobe Creative Suite	FULL — PHOTOSHOP → PREMIERE

Build & Delivery (B)

Front-end Build	JAVASCRIPT · SUPABASE · VERCEL
Automation & AI Agents	N8N ADVANCED · OPENAI · ANTHROPIC
CRM & Lead Systems	HUBSPOT · PIPEDRIVE · LEAD GEN
AI Document Workflows	STRUCTURED LLM OUTPUTS
Growth & Performance	SEO/SEM · PAID SOCIAL · GA4
Prompt Engineering	PRODUCTION PROMPT SYSTEMS

2019 → 2026
Campaign, product
and systems —
all shipped.

SELECTED PROJECTS

HKT Vmall — “Hello, Beautiful” Beauty vertical brand evolution — campaign, OOH, live commerce and app UX/UI for 4.5M+ users.
Samsung × Leo Burnett Galaxy S21 Ultra launch films across Gulf TV — asked back for Flip3 and Fold3 5G.
Everlux — HKTV Group Luxury fashion vertical concept — an editorial browsing language for high-end e-commerce.

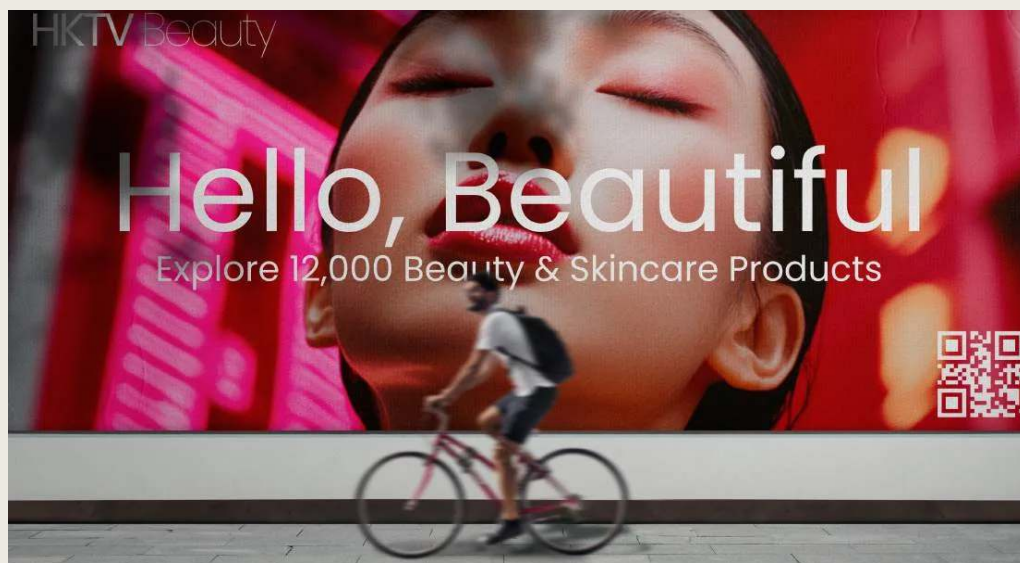
TokenSense.io SaaS product designed and built end-to-end — 30+ page dashboard, research → front-end. Supabase + Vercel.
BrewFlow.io Brand + ambient AI operations dashboard for specialty coffee — research → IA → UI → build.
Self-Healing Agent Framework Six-workflow production foundation — HITL gates, error recovery, cost tracking. Open source, n8n marketplace.

Formal, certified,
and bilingual.

EDUCATION & MORE

EDUCATION	CERTIFICATIONS	LANGUAGES
BA (Hons) Graphic Design University of Salford — 2015	n8n Workflow Automation HubSpot Inbound Marketing Google Analytics (GA4)	English — native Italian — conversational

A larger look at
four projects—
the full archive at
carloberry.com



"HELLO, BEAUTIFUL" — HKTVMALL BEAUTY

OOH · HONG KONG · 2024-25



SAMSUNG × LEO BURNETT

GULF TV · 2019-22



TOKENSENSE.IO · SAAS · DESIGNED & BUILT · 2026



HKTVMALL BEAUTY — UI SYSTEM

APP · 4.5M USERS



LOGICFOX — BRAND & SYSTEMS

IDENTITY · SITE · AGENTS

References
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