Hello, I'm Ian

Ian Cook · Creative Lead · Brand, Motion, Web, Print & AI Workflows

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Sydney, NSW

Creative Lead with 14 years in design across B2B tech, telco, financial services, and state government. An obsessive generalist, I look outside design to make connections others might miss. I set the creative direction and present it to the executive team, while staying hands-on in the work, AI included. The tools keep changing, but taste and judgement stay the same.

Experience

Vouch

Creative Lead 2024–2026

Video-first AI content platform for talent teams, whose customers include Warner Bros Discovery, Stryker, GoDaddy, and MongoDB. Promoted in 2024; owned brand, web, motion, campaigns, and sales enablement.

- Led two end-to-end rebrands (an identity and palette overhaul, then a 2025 refresh), creating a distinctive, defensible position in a crowded market that sales feedback said clearly set Vouch apart.
- Reported directly to the CEO and regularly presented creative recommendations to the CEO and executive team; designed Vouch's investor and sales decks.
- Governed the brand through Vouch's Brand Hub, which I designed and built with AI in Claude Code: 10 guideline sections, ~300 brand assets, and Flow, an AI assistant that reviews copy against the brand.
- Directed four external partners (a Webflow agency, an SEO agency, two content creators) through detailed briefs, including a 6-month creator campaign, and helped onboard a fractional marketer.
- Overhauled the 80+ page Webflow site and 400+ blog posts with AI through Claude and the Webflow MCP: ~58,000 links audited, 150+ redirects rebuilt, alt text added to 1,100+ images, and every change directed, staged, reviewed, and logged before publishing.
- Created a standalone brand identity for Signal, a 2025 spin-off product, in 3 weeks.
- Made motion graphics ~3x faster by bringing AI into the motion workflow, and built 10+ AI-assisted creative tools in Claude Code, including a Remotion pipeline, two Figma plugins, and a carousel builder.

Vouch

Senior Brand Designer 2022–2023

- Established Vouch's motion design practice, conceiving, producing, and scoring animation loops for major product releases; the foundation for ~300 videos and motion pieces to date.
- Designed and launched the Voice of Customer Guide, a microsite of case studies and expert research.
- Built brand and content guidelines, laying the groundwork for consistent, scalable output.
- Mentored two junior product designers in visual and graphic design.

amaysim

Digital Designer 2021–2022

Senior member of the brand design team, reporting to the Head of Brand; owned digital product design.

- Designed UI and creative for the amaysim app and website: layouts, components, and animations.
- Developed and maintained the Figma design system for brand, marketing, comms, product, and UX.
- Cut banner production time by 75% (up to 96 files per campaign) by sourcing a better tool.
- Presented tools and workflows to the four other designers, upskilling them in motion graphics.

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Experience

Macquarie Capital

Graphic Designer, Video Producer & Editor 2019–2021

Internal comms and brand development team, leading video and motion production for ANZ, with work regularly passing high-level brand and legal review.

- Delivered 50+ finished video and motion pieces in 12 months, spanning interviews, announcements, promos, idents, and animations.
- Lead Creative for the annual Macquarie Capital internal event (~300 attendees), developing the brand, collateral, and a suite of promotional and in-event videos, and presenting work to the joint Heads of Macquarie Capital.
- Created identity systems for businesses, events, and campaigns, plus data visualisations for reports and presentations used across offices in ANZ, London, and the US.
- Upskilled three team members in video and motion, and built templates to speed up the team.

NSW Department of Planning and Environment

Senior Graphic Designer, Brand & Marketing 2017–2019

Led creative for ~8 campaigns across metro and regional NSW, and brought structure to the Department's design practice. All work had to meet government brand standards, and digital work WCAG 2.0.

- Introduced a graphic design process connecting designers across the Department, creating a common design language and consistency in the brand.
- Consolidated the new brand guidelines into a living style guide and presented them to five groups of designers, including in regional offices, bringing the new identity into consistent use.
- Built accessibility into the workflow, completing training in accessible PDF creation and checking colour with contrast-measurement tools.
- Designed long-form documents and papers to government brand standards.
- Developed a brand extension for use with Aboriginal communities working with the Aboriginal Community Land and Infrastructure Program (ACLIP) team, built around commissioned artwork by Jordan Ardler, a first for the Department.

Actuaries Institute of Australia

Content and Brand Manager 2015–2017

Peak body for Australia's actuarial profession. Promoted from Communications and Marketing Specialist in 2016; as 2IC, led brand, content, and marketing across all channels, managed the team at least one day a week, and led the hiring of a Marketing Coordinator.

- Lifted average email open rates from 22% to 40% in twelve months by designing and running all email campaigns, and led the switch to a better, more measurable email service provider.
- Directed creative, branding, and strategy for all visual communication and content marketing across apps, web, email, events, and print, including art direction for quarterly publications, and designing long-form documents and papers.
- Briefed and critiqued a senior freelance designer on retainer for print reports and marketing collateral, and jointly managed the Ogilvy relationship for major publication launches.
- Introduced motion graphics to the Institute, then planned, produced, and directed video content for dozens of events and initiative launches.

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Experience

Ian Cook Design

Freelance Designer & Media Producer 2016–2022

Selected brand, identity, motion, and editorial projects. Clients have included Harper's Bazaar AU, Bauer Media, Simon & Schuster UK, and Lee Hecht Harrison.

Earlier

2008–2015

Marketing Manager / Graphic Designer at IRI-Aztec (Sydney, 2012–2015), owning all marketing collateral, EDMs, white papers, client presentations, and office signage, from brand signage to meeting room window decals. Before that, sales and marketing roles at Matthew Algie Coffee (London) and Kellogg's UK (Bristol and London), exceeding all targets and gaining 80–90% distribution across 300 accounts.

Skills

Creative direction · Art direction · Brand strategy and identity · Brand governance and design systems · Creative review and quality assurance · Campaign and multi-channel design · Print and editorial design · Presenting to executives · Mentoring and coaching · Agency, freelancer, and stakeholder management · Web and digital design · Motion graphics and video · Accessibility (WCAG) · AI-assisted creative workflows

Tools

Figma · Adobe Creative Cloud (After Effects, Premiere Pro, Illustrator, Photoshop, InDesign) · Webflow · Lottie · Remotion · Canva · Supademo · Claude Code · ChatGPT · Midjourney · HTML/CSS

Speaking

MarketingHaus Sydney, 2026 · Panellist, "Human vs AI-Generated: What's Actually Winning Attention"

Writing & Personal Projects

This Is Easy · Nascent blog on design, AI, culture, and creative practice

Perception Issues · Co-hosted podcast exploring culture, curiosity, and the art of paying attention

I M Cook · Independent music and audio practice

Education

BSc (Hons) Film Production Technology, Staffordshire University

National Diploma Music Technology, Worcester College of Technology