

IAN COOK

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Creative Lead with 14 years in design across B2B SaaS, tech, telco, financial services, and government. I own the brand end to end: setting creative direction, governing brand systems, and presenting to the CEO and executive team, while staying hands-on in the work. I direct agencies, freelancers, and creators to a consistent standard, and have led two rebrands and 1,000+ finished pieces in four years.

EXPERIENCE

Vouch — Creative Lead

2024 — Present

Video-first AI content platform for talent teams, whose customers include Warner Bros Discovery, Stryker, GoDaddy, and MongoDB. Promoted in 2024; own 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.
- Report directly to the CEO and regularly present creative recommendations to the CEO and executive team; designed Vouch's investor and sales decks.
- Govern 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.
- Direct 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.
- Directed the brand and website (80+ pages and sections) with a Webflow agency partner; now also manage the site directly with AI, using Claude through the Webflow MCP, significantly cutting development maintenance spend and fixing accessibility, engagement, and readability site-wide.
- 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 digital products with App, UX, and Dev teams.
- Cut banner ad production time by 75% by identifying workflow pain points and sourcing a better tool.
- Presented regularly to the design team on tools and workflows, upskilling them in motion graphics.



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EXPERIENCE (CONT.)

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, 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 global offices.
- Founded an internal video and motion education program, and built templates to speed up the team.

NSW Department of Planning and Environment — Senior Graphic Designer, Brand & Marketing 2017 — 2019

Led creative for significant campaigns 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 designers across 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.
- 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 · promoted from Communications and Marketing Specialist in 2016

Peak body for Australia's actuarial profession. 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.
- 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 (CONT.)

Earlier

2008 — 2015

Marketing Manager / Graphic Designer at IRI-Aztec (Sydney, 2012–2015), owning all marketing collateral, EDMs, white papers, and client presentations. 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.

FREELANCE

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, and Simon & Schuster UK.

SKILLS

Creative direction · Art direction · Brand strategy and identity · Brand governance and design systems · Creative review and quality assurance · Campaign and multi-channel 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 · Visual Electric · 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



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