GAVIN NKALUBO

Multidisciplinary Designer & Brand Strategist

PORTFOLIO
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SUMMARY

Multidisciplinary designer and brand strategist, rare in working across strategy, brand, packaging, motion and UI/UX at once. I help brands win saturated markets by turning consumer insight into a brand that feels like the obvious choice.

SKILLS

Soft Skills

- Cross-cultural audience insight
- Founder-level stakeholder management
- Discovery workshop facilitation
- Storytelling and pitching

Strategy

- Brand strategy and positioning
- Competitor benchmarking
- User research and message testing
- Tone of voice and messaging

Design

- Visual identity and logo design
- Brand style guides
- Packaging design and dielines
- UI/UX, web design and CRO

TOOLS

Design

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign

AI

- Adobe Firefly
- ChatGPT
- ChatGPT Images 2.5
- Nano Banana Pro

EXPERIENCE

Senior Visual Designer & Brand Strategist

Killer Taste Studio, London — 2024 to Present

- **Gave clients one lead across brand strategy, visual identity, packaging, motion, UI/UX and web**, removing the cost and delays of coordinating separate specialists and keeping every brand coherent from strategy to screen to shelf.
- **Gave a young founding team a fighting chance against recipe giants** like Tasty and Allrecipes in an App Store flooded by the AI boom, positioning Foodable around **hyper-personalised, ingredient-led cooking**, the white space the giants left open.
- **Delivered agency-grade research without agency costs**, benchmarking 15+ competitors and designing and running my own message testing with 50 participants, so the founders could **back every brand decision with evidence** rather than instinct.
- **Equipped Foodable's founders to align their team and pitch with conviction** through a 208-page brand strategy, then **executed it end to end** in the visual identity, brand style guide and motion design.
- **Made Foodable's advantage hard to copy for far larger rivals**, building a reasons-to-believe framework behind every point of difference so its positioning holds even if competitors match its features.
- **Opened Foodable's jollof rice sauce to mainstream UK shoppers without alienating its core African customers**, resolving the cross-cultural tension with packaging that reads as both authentic and familiar.
- **Gave a solo founder the prestige to win high-ticket luxury clients** in a market with steep barriers to entry, building LUXE WMNS and MRS.ROAS's positioning, identity and website so **every touchpoint signals perfectionist-level competence**.
- **Protected that premium perception as the business grows**, codifying it in a brand style guide so every new asset stays cohesive, congruent and consistent **without needing a designer in the room**.

Visual Designer

Vice Star Studio, London — 2022 to 2024

- **Gave Range Sounds a brand that finally matched what it stood for**, uncovering its essence in a founder discovery workshop and relaunching it with a **new identity and logo** that signalled a fresh chapter to its existing following.
- **Gave brands identities customers recognise at a glance**, designing logos, submarks, monogram patterns and colour palettes rooted in each brand's essence and personality.

PASSION PROJECTS

- **Sweet Escape** | Bakery | Rebrand and website
- **Tana Jones Swimwear** | Fashion | Identity and strategy
- **Bliss Bond Resorts** | Hospitality | Identity and strategy
- **Miyabi Zen** | Identity and strategy
- **Miyko Club** | Logo design