

# Deborah Garfen

## Contact

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## CV

### THE DAVID NOTT FOUNDATION SEP 23 - PRESENT Head of Brand & Design (Freelance and then part-time)

Delivered a full brand refresh, new website, marketing materials and launch campaign for the Foundation, which trains doctors in war and catastrophe zones. Now oversee brand consistency, the website and communications across the organisation.

### FREELANCE WORK OCT 24 - PRESENT Product & Graphic Design Lead (Freelance)

Delivered full brand redesigns, brand guidelines, websites and marketing materials for clients across health and education, including Young Business Analysts, Inuvi (both launching September 2026) and Athlete. Also led an in-memory giving digital campaign for Macmillan Cancer Support.

### HOWTO GROUP MAR 22 - PRESENT Product & Graphic Design Lead (Freelance)

Owned brand and product for a Dutch parenting group that specialises in communication and connection, across three interlinked businesses: Howtotalk, Howtoplay and Howtogrow. Delivery included a refreshed brand identity, mobile app, paid ads, website and marketing materials.

### LIVSMART OCT 20 - JUN 22 Product Design Lead (Full-time)

Owned product design end-to-end for a digital-first health assessment platform – from user research to interface design and QA. Embedded in a fast-paced scrum team, balancing user and business needs with data-driven decisions.

### BRITISH HEART FOUNDATION (BHF) MAR 16 – OCT 20 Product Designer (Full-time)

Progressed from Designer to Senior Designer to Product Designer across four years. Delivered high-priority, digital-first projects in close collaboration with teams across the organisation, presenting regularly to senior stakeholders including the Executive Group.

### WOLFF OLINS NOV 17 Design Secondment

Seconded to Wolff Olins' head office as part of BHF's brand redesign, contributing insights from close work with the existing brand to help shape the organisation's new identity.

### THE NATIONAL LOTTERY COMMUNITY FUND APR 15 – MAR 16 Designer (Full-time)

Created brand guidelines, marketing materials and online community platform prototypes for a UK funder. Supported teams nationally to maintain consistent brand identity across all channels.

### ANTHONY NOLAN JUL 12 – APR 15 Designer (Full-time)

Led large-scale projects for a blood cancer charity, from national marketing campaigns to London Marathon activations and stem cell donor recruitment packaging. Championed compassion and authenticity across all brand output.

## Bio

My name is Deborah, a London-based designer with over 14 years' experience working with charities and small businesses with purpose.

I specialise in four key areas: product/UX, branding, digital design and print design. I pride myself on being approachable, organised and easy to work with.

I would describe my style as minimalist and elegant, backed by research and conceptual thinking.

## Personal development

### MENTOR MUMS APR 25 – JUL 25 Mentor

One-on-one mentoring on returning to work after maternity leave, focused on confidence and communication.

### MENTOR MUMS JUN 22 – NOV 22 Mentee

One-on-one mentoring on returning to work after maternity leave, focused on time management and career mapping.

## Education

### D&AD JAN 26 – MAR 26 Emerging Leaders: Mastering Creative Management

A six-module leadership programme covering values, resilience, influence and team culture. Developed a personalised creative management plan.

### GAMIFICATION+ APR 20 – APR 21 Gameful Leadership Guild

Year-long peer programme in gamification, meeting weekly to work through real project challenges as a group.

### GENERAL ASSEMBLY MAR – JUN 15 User Experience Design

Twelve-week UX course covering the full product process, culminating in an NHS doctor's appointment booking app concept.

### UAL OCT 09 – JUL 12 BA (Hons) Graphic & Media Design

### UAL OCT 08 – JUL 09 Level 4 Foundation Diploma in Art & Design

## Tools

Figma, Sketch, Zeplin  
Adobe Creative Cloud, Canva  
Claude, ChatGPT, Gemini  
WordPress, Webflow, SquareSpace  
SessionCam, Qualaroo, Hotjar, Typeform  
Miro, Figjam  
Trello, Confluence, Notion, Jira  
Mailchimp, Greenvelope