

Glenn Goodwin - Creative Strategic Designer

**Collaboration**

**Creativity**

**Communication**

**Problem solving**



British & New Zealand passports

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[website](#)

## TO CUT A LONG STORY SHORT

I began my career at the early age of 17, and by my 18th birthday I was 'head of art' of a large London agency, taking full responsibility of any design work passing through. I worked with a number of Writers, one of whom I teamed together with to form a seven year partnership.

I then decided to broaden my horizons when I was approached by an agency in New Zealand to set up a Creative Department in one of their main offices.

Having accomplished that task, the next step for me was becoming a Freelancer to broaden my skills even further, and to have the chance of managing my own company, which I managed for 3yrs.

Then decided to become part of a large progressive Design Interactive Advertising Agency which gave me the opportunity to develop a new style of company. Which the position of Creative Director gave me valuable people skills and creative mentoring.

After a two years of the Creative Director role and 7yrs in New Zealand I decided that it was time to return

to Europe and Freelanced in London, Barcelona and Amsterdam.

I was asked to join Batlle Design Group Barcelona in June 2007 and worked there as a senior designer until Sept 2008.

I am currently living in Barcelona and working internationally as a freelance creative/designer for various agencies in Spain, South America, UK, Australasia and Asia.

I have been working over the past 2 years part-time building a Start-up APP called [kitchin.app](#), which was created to help people in their kitchens manage their ingredients to help prevent Food Waste

I created the Brand, Designed the UX/UI screens worked with Flutter developers and launched the APP on Apple APP store and Google Play. I am also front person, looking for funding/investment etc. Learning how Start-ups/business functions.

## MY WORK HISTORY

Oct 2008 – Present

**Freelance Art Director/Designer - Based in Barcelona**  
**Founder - [kitchin.app](http://www.kitchin.app) Helping people prevent Food Waste**

Various Design, Branding, Packaging, Promotional  
Film projects in UK, Europe, US and Australasia.  
Launched personal project late 2020: [www.kitchin.app](http://www.kitchin.app)

Agencies & Clients

Tjarks and Tjarks (Uk)  
Lewis Moberly (UK)  
Make Marks (UK)  
Elmwood (UK)  
Futurebrand (UK)  
Lassalle Studio (UK)  
PointBleu Design (Barcelona)  
CBA Design (Barcelona/Europe)  
Bubble Production (New Zealand)  
Flavio Kljein Brand (Barcelona)  
Wilma Blein (Barcelona)  
Reino Infantil (Argentina)  
Galipette Cider (Global)  
Siel Bleu (France)  
Macallan Whiskey (UK)

June 07 to Sept 08

**Batlle Group (Barcelona) - Design Director**

Danone, Minute Maid, Panrico, Coca Cola, Fontanera, Font Vella

**Oct 02 to May 07**

**Freelance Creative - Based in London**

Companies

Coley Porter Bell (London)

Blue Marlin (Bath, London, Bangkok)

Vibrant (Windsor)

Springpoint (London, Hong Kong)

Sky TV (London)

Designbridge (Amsterdam)

Coleman (Barcelona)

**Jul 02 to October 02**

Travelling around South America...

**Jan 2000 to Jul 2002**

**Brave New World - Integrated Communication s Agency**

**Creative Director**

Overseeing 15 staff Designers and Artworkers,

Having overall responsibility for the quality of Creative work to  
of the agency,

		<p>Developing strategic thinking for clients, presenting all creative work produced, producing creative work to an inspirational standard, reviewing all creative work produced by designers and giving advice on direction.</p> <p>Holding all appraisals for staff. Ensuring all staff meet clients expectations and budgets.</p>
	Clients	Sanitarium, Air New Zealand, Bluebird, GSK, Best Design Awards, NZ Dairy Group...
<b>June 97 to Jan 00</b>		<p><b>Goodesign Ltd - Freelance Art Director / Designer</b> for Design Companies and Agencies also direct to Clients.</p>
	Agencies	<p>Saatchi &amp; Saatchi (Wellington &amp; Auckland) Walkers Advertising (Auckland) DDB Mojo Partners, TMP Worldwide (London) Ogilvy &amp; Mather</p>
	Design	<p>Dave Clark Design, The Creative Partnership, Designworks - Auckland &amp; Wellington, MH Group</p>
	Clients	<p>NZ Dairy, Griffins (Confectionary), Lucozade, Sanitarium (Health Food), Philips, PolyGram, Saturn, Voyager, Fletcher Steel, Street Clothing,</p>

	Anchor Milk, Smart Drinks Ltd, Johnson & Johnson, Montana Wines, TVNZ, YHA Travel, Might River Power (Electric)
<b>Feb 97 - May 97</b>	<b>Rainger Direct (New Zealand) - Senior Art Director</b>
Clients	Clear Communications, Rover Cars, Apple Computers, ASB Bank
Awards	NZ Direct Marketing Awards 97, 2 Golds, 1 Silver, 1 Bronze
<b>Oct 95 - Dec 97</b>	<b>Haines Advertising (New Zealand) - Senior Art Director</b>
Clients	Air New Zealand, Clear Com, Sky TV, Auckland Institute of Technology.
Awards	TVNZ Marketing Awards 96 - Best non-Profit Campaign - AIT
<b>Feb 90 - 95</b>	<b>Riley Advertising - Lopex (London) - Senior Art Director</b>
Clients	Warner Music, Virgin Atlantic, Sainsbury's, Rank Zerox Met Police, Burger King, Nynex Cable, Pfizer.
Awards	2 Best Campaigns - BRA Awards, 17 Express Newspaper Awards, 3 Blue Ribands - Independent Awards, Gold & Silver - Electronic Times Best Ad - Catering Press
<b>May 88 - Oct 95</b>	<b>WBH Advertising-Lopex (London) - Designer/Visualiser</b>
Clients	Shell International, Mercury Communications

Black & Decker, International Wool

**April 87- May 88**

**Armstrong Westrup (Ipswich UK) - Junior Designer**

**Further Education:**

**Diploma in Advertising, Design & Print Origination**

**INTERESTS:**

DJing in various places - Funk & Funky House

I had an internet radio station spoon.fm

I enjoy film making, photography,

I enjoy most sports...especially football still playing at 53!

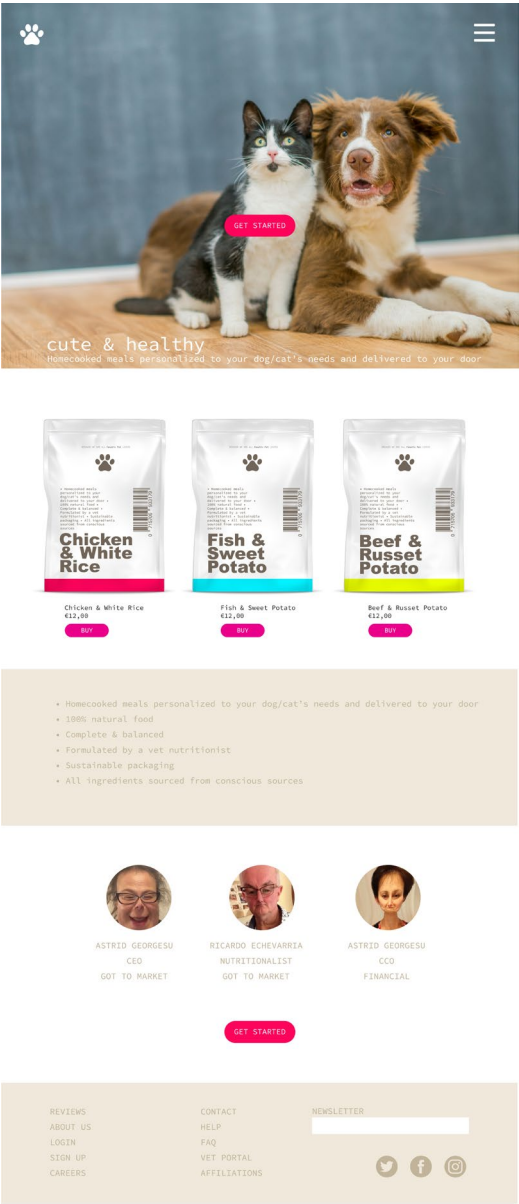
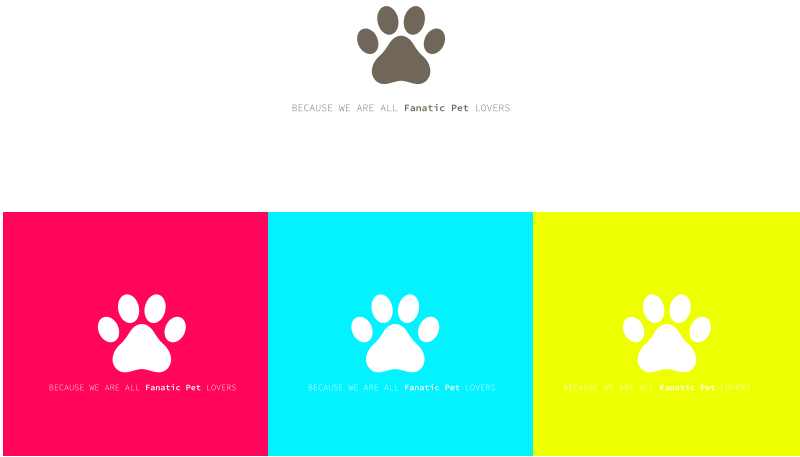
Travel & cultures

Mountain biking, kite flying, kayaking, scuba diving , bubble making etc  
etc...

**BRANDING**

PROJECT: FANTETIC PET

DESCRIPTION: NEW BRAND CREATION FOR A START UP BUSINESS IN PET FOOD



**PROJECT: GALIPETTE CIDER (NORWAY)**  
**DESCRIPTION: BRAND CREATION**



PROJECT: GALIPETTE CIDER (NORWAY)  
DESCRIPTION: BRAND CREATION

CIDRE

GALIPETTE

Galipette is a premium French cidre made using only the finest cider apples, hand picked from the lush green orchards of Northwest France.

Galipette is slowly fermented using only 100% apple juice, or **pur jus**, and carefully crafted according to the centuries-old cider traditions of the region. The result is a naturally authentic cider, with a colour, aroma and flavour that exudes quality.

PRODUCT FEATURES

100% French cider apple juice, zero concentrate. (PUR JUS)

Made from hand picked apples collected from local apple farms in Normandy and Brittany.

Naturally gluten free, vegan friendly, no added sugar and no artificial sweeteners

Packed in an attractive 0,33l stubby bottle that is unique in the worldwide cider category

2 X PERFECT SERVE

1. Properly chilled, straight from the bottle

2. Over-ice in short tumbler glass, always served to consumer with the bottle

POINT OF SALE

ICE BUCKETS

TABLE TALKERS

COASTERS

BAR RUNNERS



100% PURE JUICE | NO ADDED SUGAR | GLUTEN-FREE | VEGAN FRIENDLY



GALIPETTE BRUT

ABV: 4.5%

CLASS: Dry

TASTE: Soft and luscious, rich apple, earthy fruit tannins

NOSE: Full apple aroma with generous fruitiness

COLOUR: Sparkling bright orange



GALIPETTE BIOLOGIQUE (ORGANIC)

ABV: 4.0%

CLASS: Semi-Dry

TASTE: Fruity and floral, balanced acidity and light bitterness

NOSE: Fresh apple aroma with floral notes

COLOUR: Bright and sparkling, medium amber



GALIPETTE NON-ALCOHOLIC 0%

ABV: 0.0%

CLASS: Semi-Sweet

TASTE: Crisp apples with bright acidity, fresh fruit with gentle spiciness

NOSE: Rich apple with clean, fruity notes

COLOUR: Deep golden amber









CIDRE

GALIPETTE





CIDRE

GALIPETTE



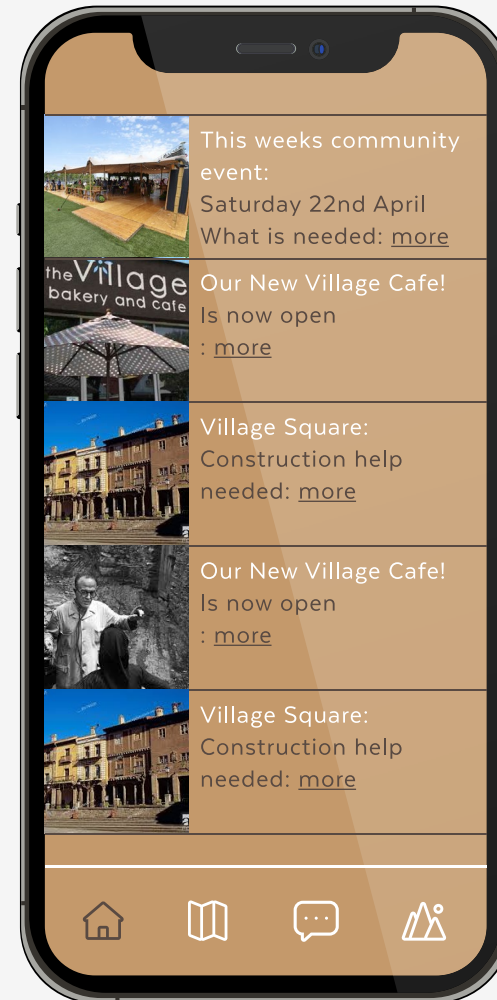


WAITROSE Sainsbury's Morrisons @ocado



# OUR VILLAGE

OUR VILLAGE: A personal project to regenerate abandoned villages through a TV series



BUILD A COMMUNITY WE ARE ALL PROUD OF

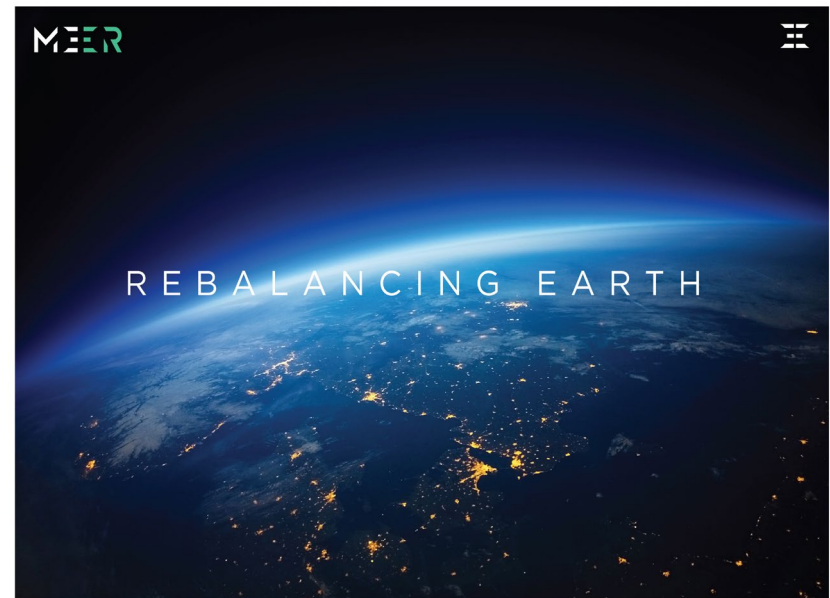
# MEER

**PROJECT: MEER REFLECTION**

**DESCRIPTION: CREATION OF THIS AMAZING IDEA TO COOL THE PLANET!**

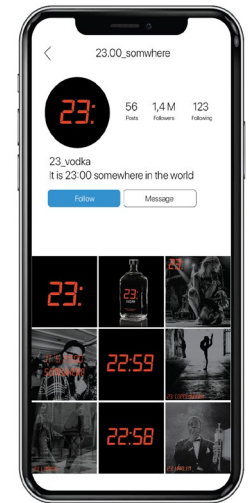
MEER

REBALANCING OUR EARTH





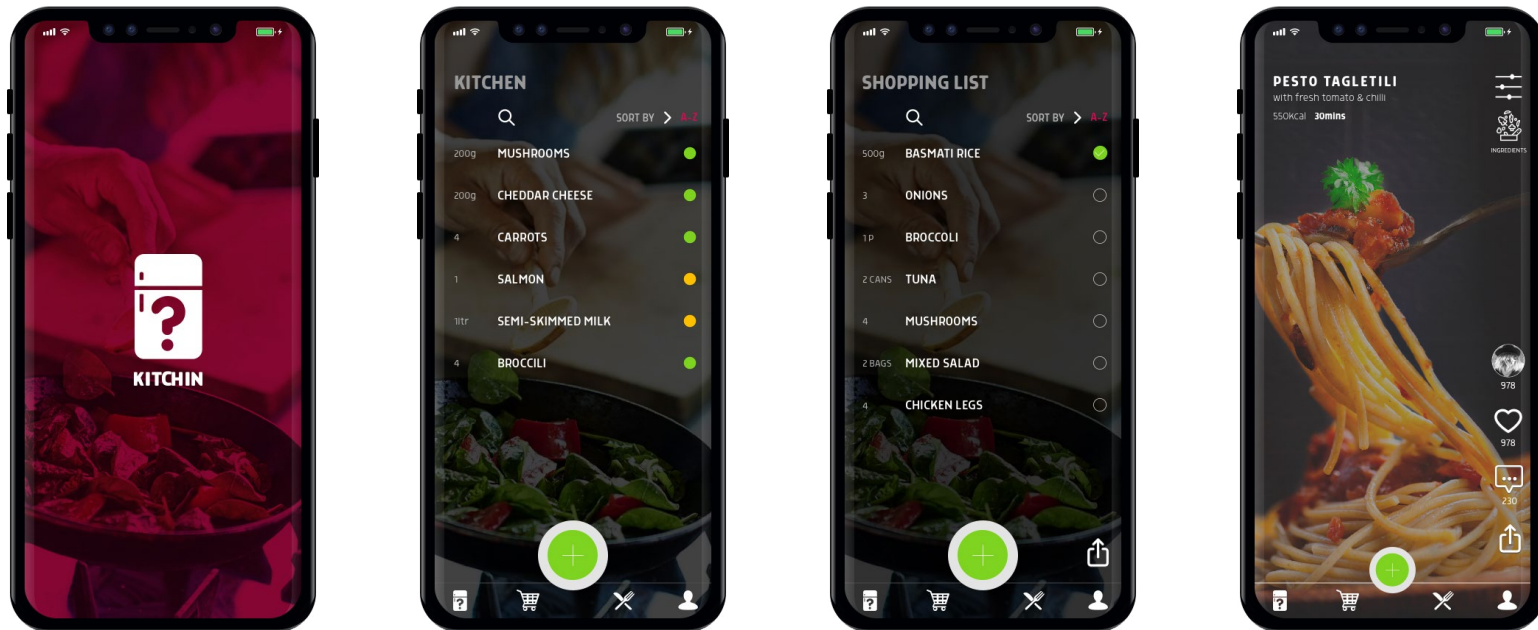
23 VODKA: Creation of Brand and PR Strategy for this new Australian brewed product..



...through to brand experience and roll out.



A personal Start-up project - from the creation of the idea through everything...



...front end APP design and managment of development



WHAT CAN I COOK WITH WHAT I HAVE IN MY KITCHEN?

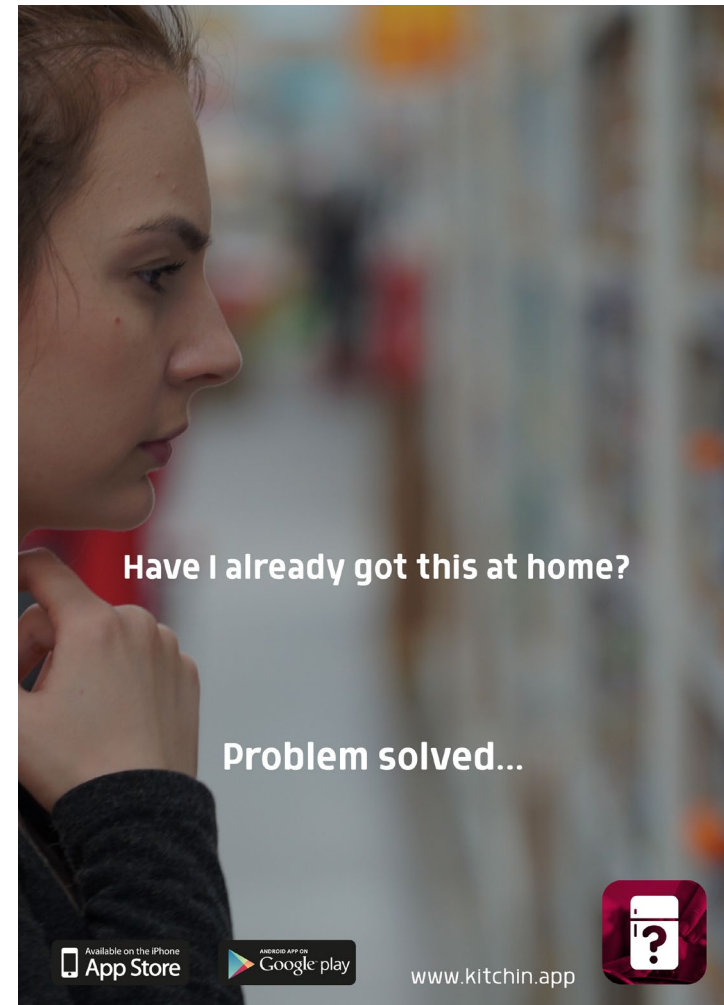
DO THESE SOUND FAMILIAR?

"I didn't need to buy this, when I already had 3 of them at home"

"I should have used this a few days ago and now I have to throw it away!"

"I've got nothing in the fridge!"

"It's been a long day at work and I need to come up with a dinner recipe to feed the kids!"



Have I already got this at home?

Problem solved...

# 2030

THE TIME IS NOW

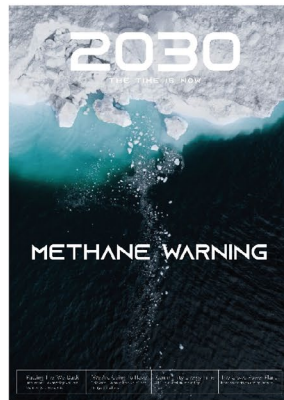
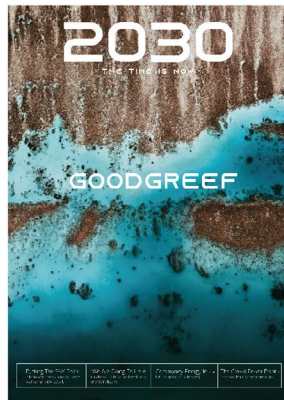


Creating the brand for this essential magazine for these times...

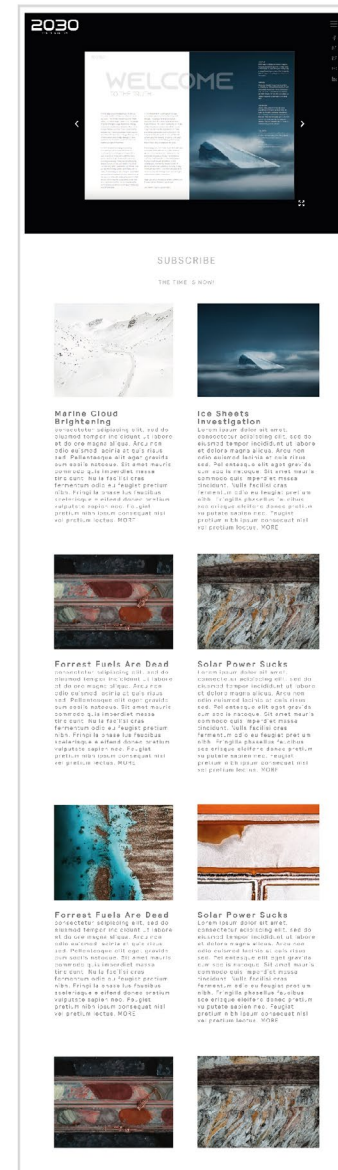
# 2030

THE TIME IS NOW

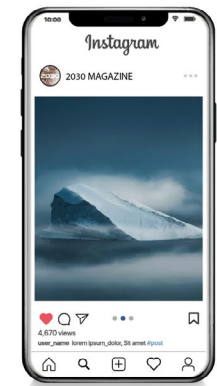
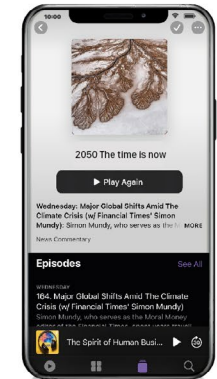
Online Magazine with circulation of 20k and readership over over 200k



Website magazine and Weblog - up-to-date news



2050 Podcast and Social media reach for up-to-date conversations with top experts in the Climate industries



Magazine - website - APP design and social media set-up

PROJECT: IDENTITY FOR A HIGH END BUTCHERS IN LONDON (UK)  
DESCRIPTION: FULL BRAND DEVELOPMENT

— OPEN SINCE 8AM —

# PROVENANCE

— VILLAGE BUTCHER —

[www.provenancebutcher.com](http://www.provenancebutcher.com)



PROJECT: IDENTITY FOR A HIGH END BUTCHERS IN LONDON (UK)  
DESCRIPTION: FULL BRAND DEVELOPMENT



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PROVENANCE  
VILLAGE BUTCHERS

0

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Field to Fork Free Range | British Family Farmed


"Provenance" carries our stamp of approval to you that everything we sell has lived a happy and healthy life on a family run farm. We've been on this journey since 2013 and along the way, we have picked up a UK butchers shop of the year award and been voted the best shop in all of Notting Hill by our customers.

FIELD TO FORK  
FREE RANGE


PROVENANCE PICKS



Free Range Whole Chicken  
FROM £16.48



Fennon Farm Eggs (6 eggs)  
£3.00



Free Range Prosciutto  
FROM £22.99

PROJECT: FCB BARCELONA  
DESCRIPTION: KITS DESIGN DEVELOPMENT FOR THE FOOTBALL CLUB



PROJECT: COCA COLA AND BACARDI

DESCRIPTION: CREATING AN INTEGRATED PROMO CONCEPT  
FOR THIS JOINT PROMOTION



PROJECT: STARTUP COLOGNE  
DESCRIPTION: BRAND CREATION

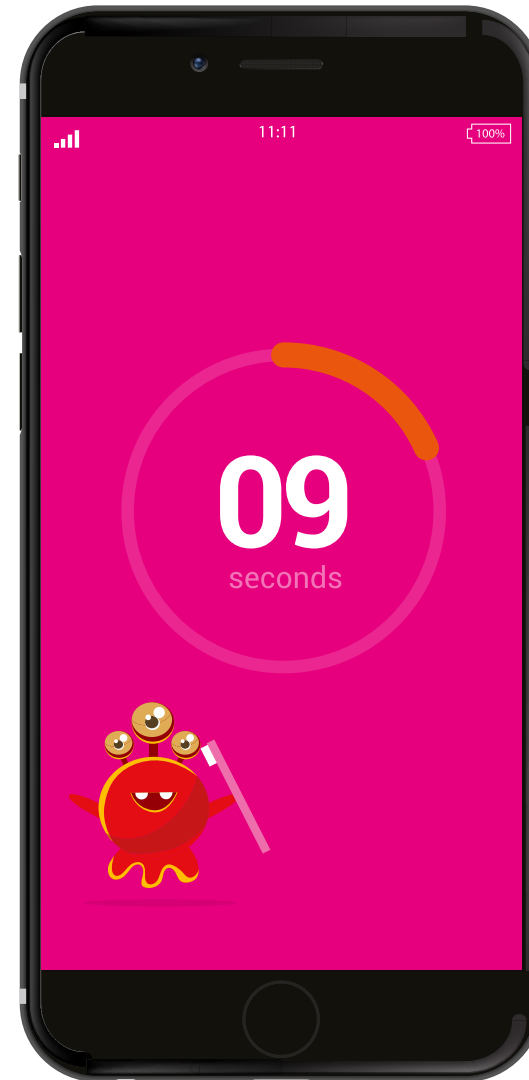
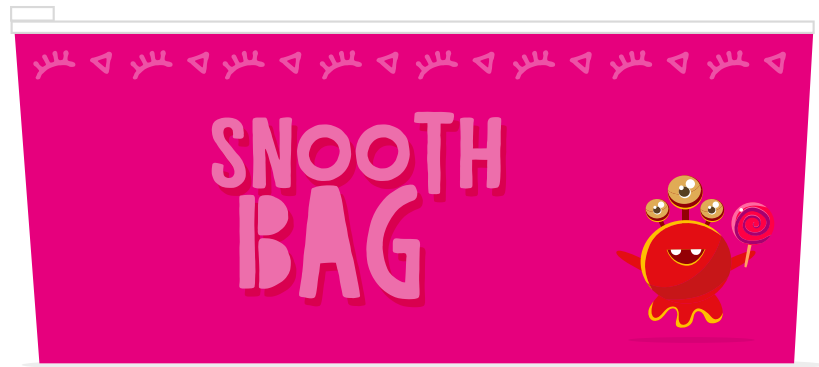


# THE WINEHOUSE & KITCHEN



## PROJECT: SNOOTH BRUSH

DESCRIPTION: BRAND CREATION & STRATEGY



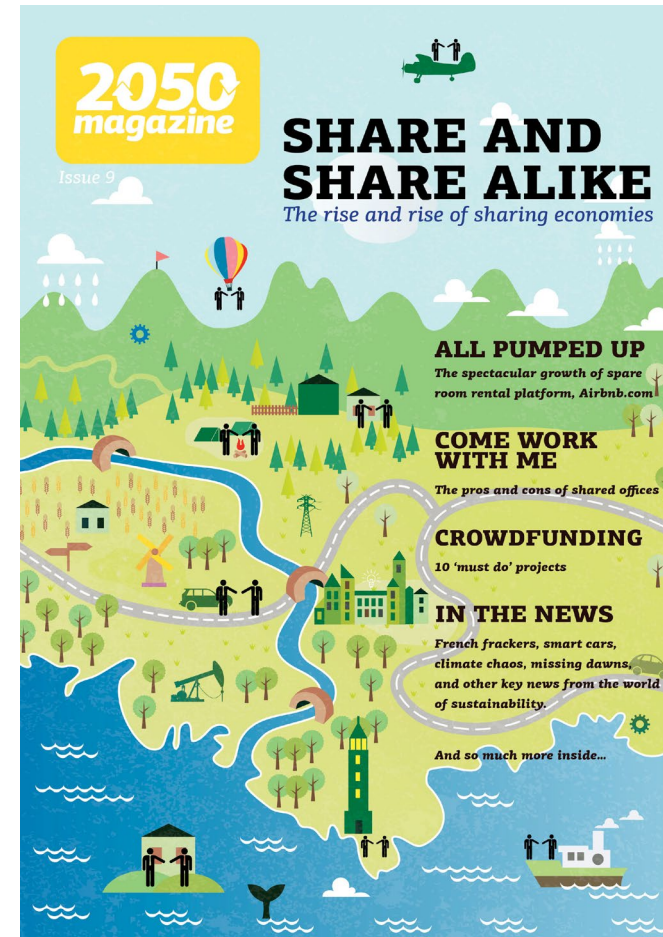
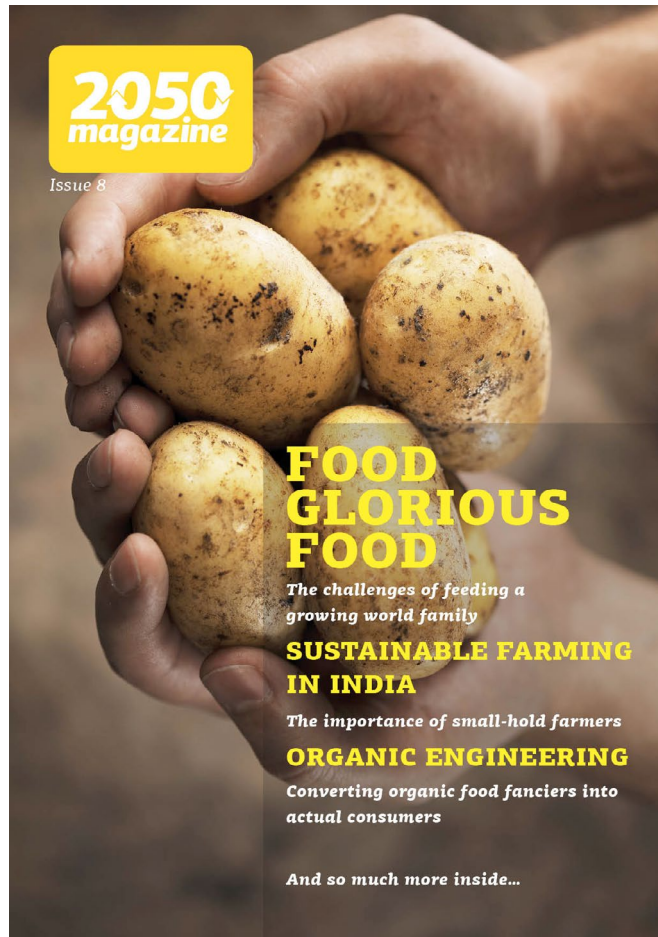
**PROJECT: BARCELONA NETBALL FESTIVAL**  
**DESCRIPTION: BRAND CREATION**



**PUBLISHING**

## PROJECT: 2050 MAGAZINE ONLINE MAGAZINE

DESCRIPTION: ONLINE BRAND AND MAGAZINE FOR RENEWABLE FUTURES



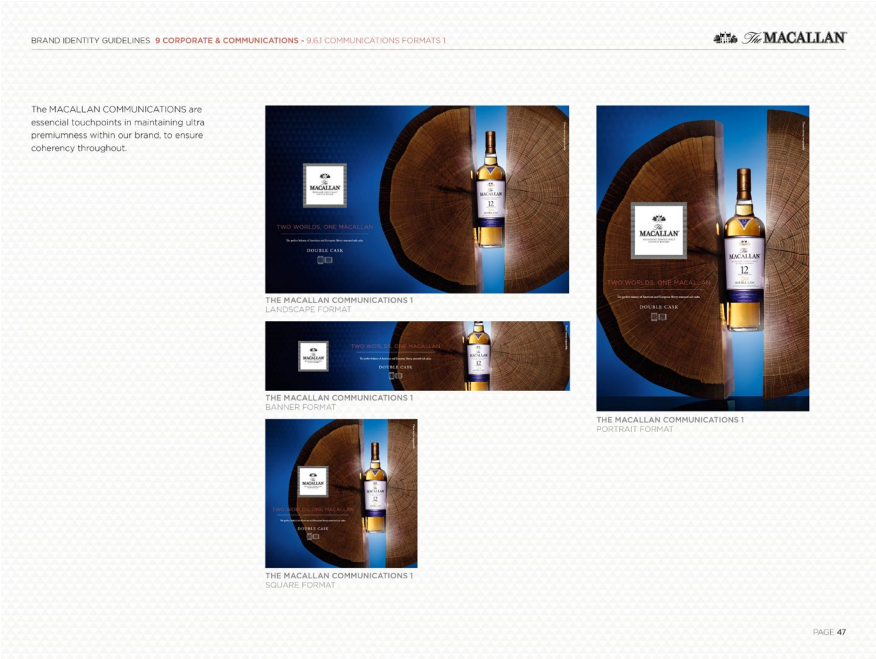
PROJECT: LUXE MAGAZINE PRINTED MAGAZINE

DESCRIPTION: LUXURY BRAND MAGAZINE DISTRIBUTED IN PRIVATE JETS, LOUNGES, AND 5 STAR HOTELS



PROJECT: MACALLAN WHISKEY BRAND GUIDLINES

DESCRIPTION: TO CREATE A NEW AN COMPREHENSIVE BRAND GUIDELINE



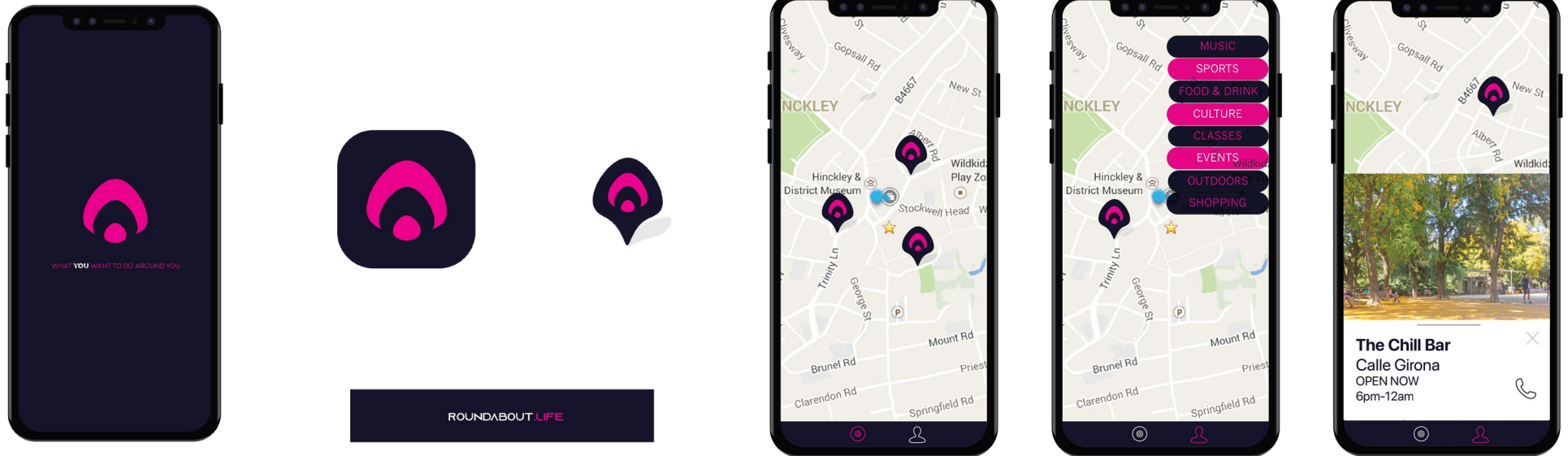
PROJECT: EL REINO INFANTIL (LATIN AMERICA)  
DESCRIPTION: YOU TUBE CHILDRENS CHANNEL -  
OVERALL BRANDING CONTINUITY OF MANY BRANDS



**DIGITAL**

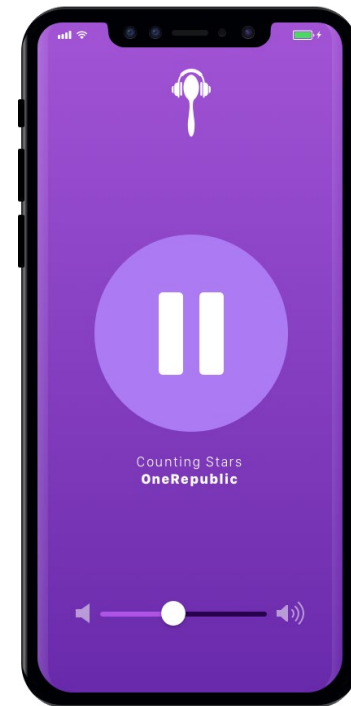
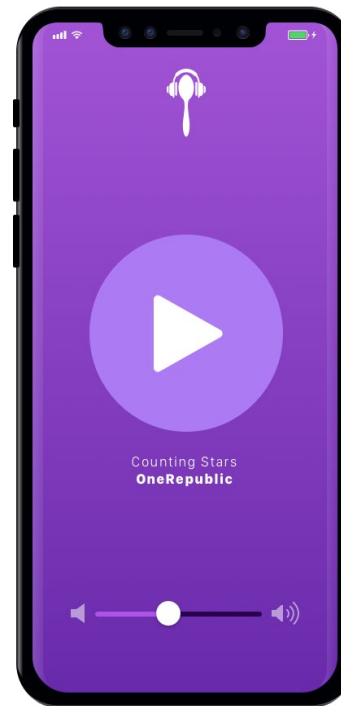
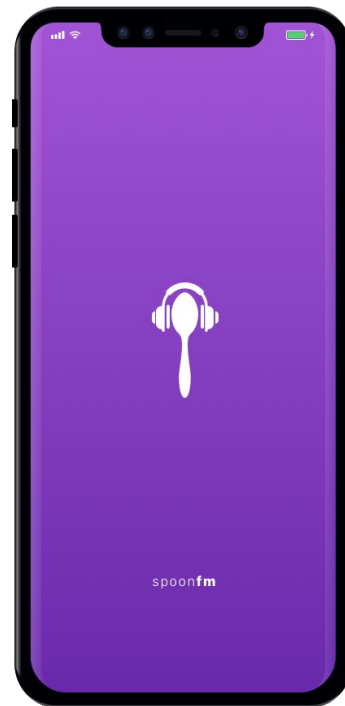
## PROJECT: ROUNABOUT

DESCRIPTION: A PERSONAL PROJECT - PRODUCING AN APP TO LOCATE THINGS THAT THE USER WOULD LIKE TO DO IN THE AREA THEY ARE IN.



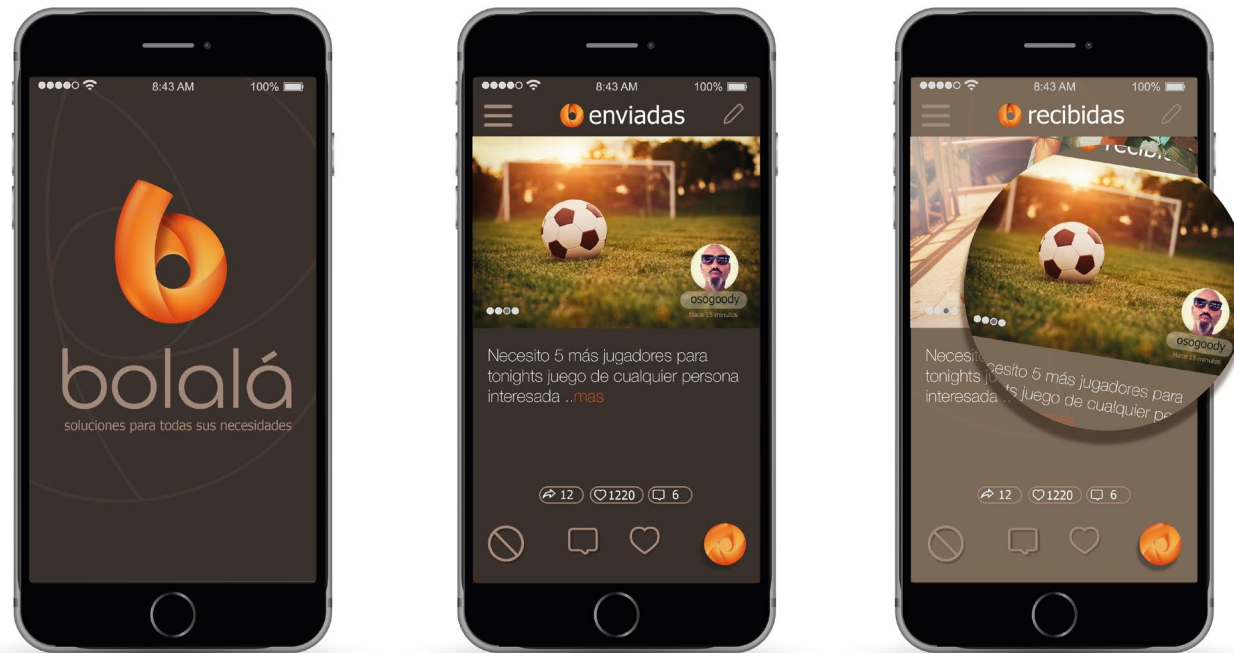
## PROJECT: RADIO

DESCRIPTION: A PERSONAL PROJECT - PRODUCING AN APP THAT RUNS AN  
ONLINE



## PROJECT: BOLALÁ APPLICATION

DESCRIPTION: CREATING A NEW BRAND CONCEPT, CREATING  
MOBILE NAVIGATION DESIGN



## PROJECT: BOARDGAME BRAND & APP DEV (EUROPE)

DESCRIPTION: BRAND DEVELOPMENT AND APP CREATION



PROJECT: FANSELEVEN.COM  
DESCRIPTION: CREATING A NEW BRAND CONCEPT DEVELOPING  
IMAGERY, BRAND AND WEB DESIGN



PROJECT: KOCOON.COM (SPAIN)

DESCRIPTION: BRAND DEVELOPMENT AND WEB CREATION



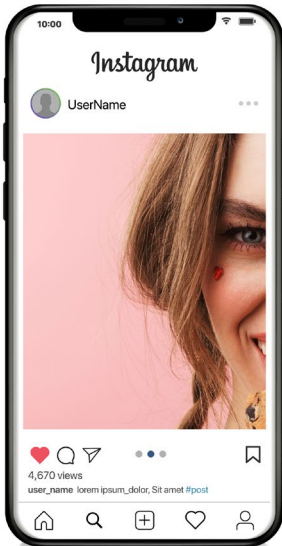
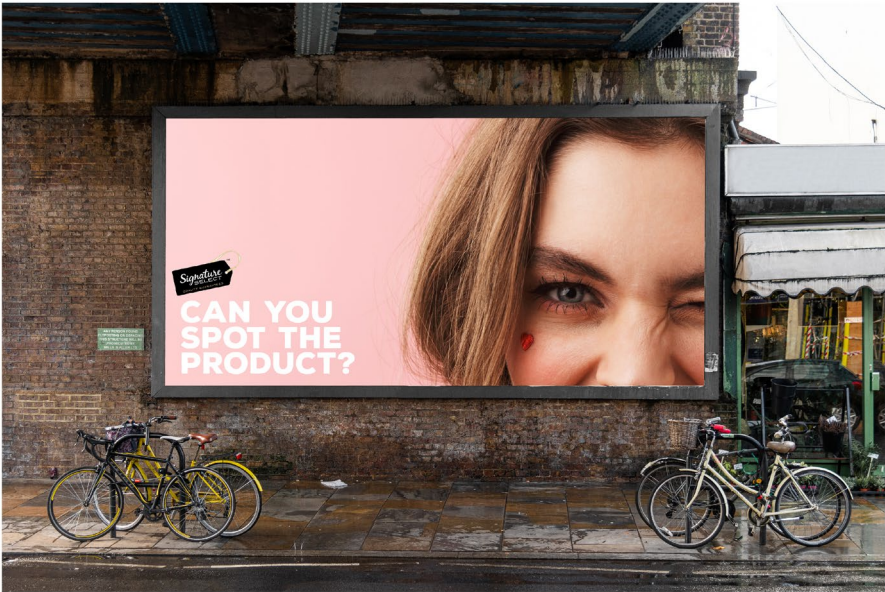
**PACKAGING**

PROJECT: COLACAO (SPAIN)

DESCRIPTION: NEW PRODUCT BRIEF - CACAO



PROJECT: SIGNATURE COOKIES (UK)  
DESCRIPTION: RE-DESIGN BRIEF



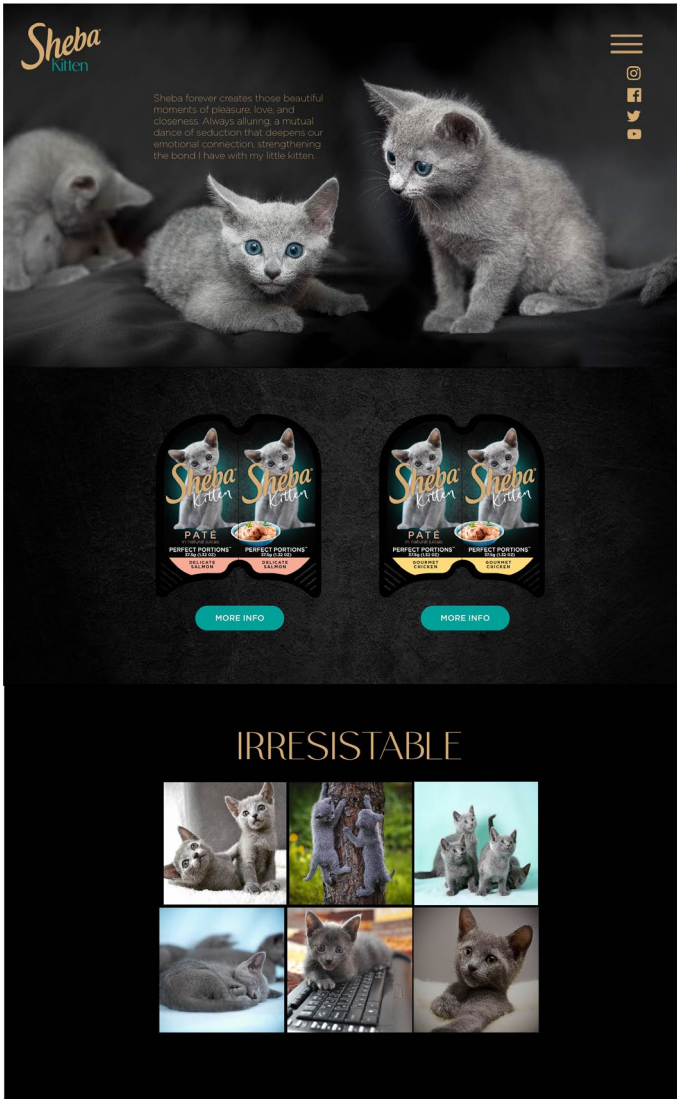
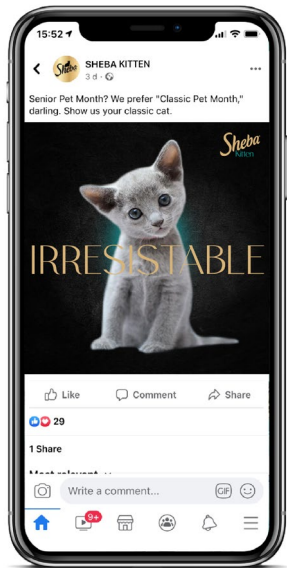
PROJECT: PURINA SUPERCOAT (UK & AUSTRALIA)  
DESCRIPTION: RE-BRANDING FOR THIS ICONIC RANGE



PROJECT: 00 NON ALC DRINK (UK)  
DESCRIPTION: NEW BRAND POSITIONING



PROJECT: SHEBA KITTEN (ELMWOOD UK)  
DESCRIPTION: NEW PRODUCT DESIGN DEVELOPMENT



## PROJECT: BOTANIST (UK)

DESCRIPTION: NEW PRODUCT DEVELOPMENT

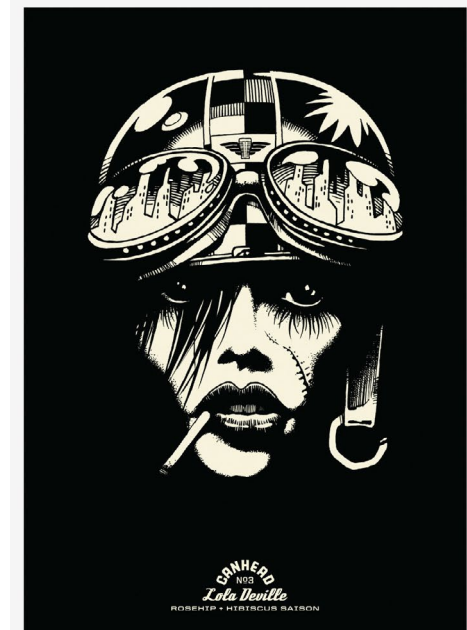


PROJECT: LIFEBUOY (UK)  
DESCRIPTION: NEW PRODUCT DEVELOPMENT



**PROJECT: PANHEAD LIMITED EDITION (NEW ZEALAND)**

**DESCRIPTION: LIMITED EDITION BRAND** WITH DESIGNER ANTON HART



PROJECT: TUATARA COLLECTION (NEW ZEALAND)

DESCRIPTION: UNIQUE BOTTLE DESIGN AND BRAND CREATION WITH DESIGNER ANTON HART



**PROJECT: MINUTE MAID ORANGE JUICE (SPAIN)**

**DESCRIPTION: AN ORANGE JUICE THAT USES NEARLY ALL THE ORANGE**



PROJECT: REVETÓN PAINTS (SPAIN)  
DESCRIPTION: BRAND REFRESH INTO CONSUMER MARKET



**PROJECT: IDENTITY FOR HEALTHY MOMENTS IN SPAIN.**  
**DESCRIPTION: PACKAGING DESIGN**



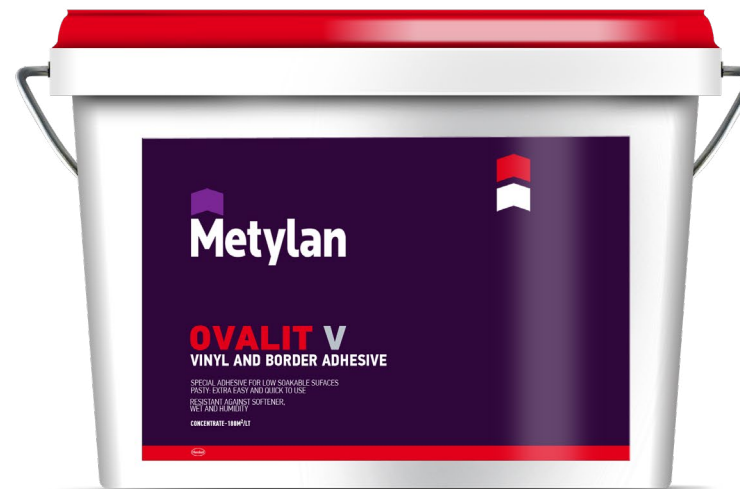
PROJECT: LEKA CHOCOLATE (SPAIN)

DESCRIPTION: DEVELOP BRAND AND PACKAGING DESIGN



PROJECT: METYLAN (GERMANY)

DESCRIPTION: REBRAND AND DESIGN COORDINATE



**PROJECT: BACARDI ELIXIR (SPAIN)**  
**DESCRIPTION: LIMITED EDITION**



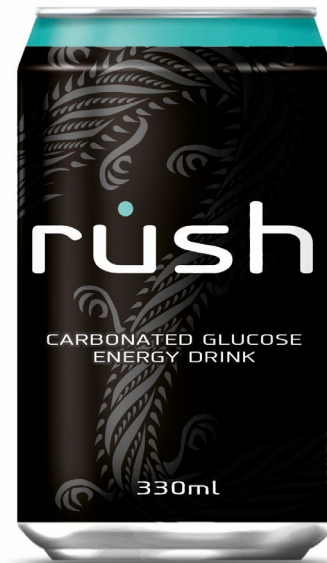
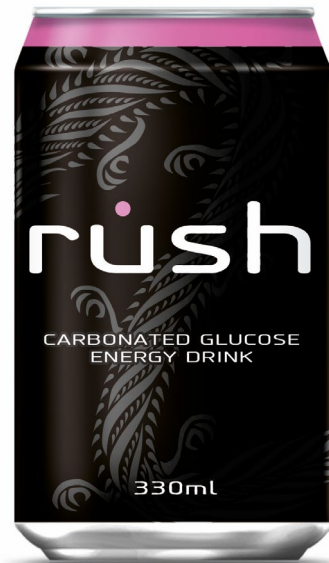
## PROJECT: RED BULL - WATER (UK)

DESCRIPTION: PRODUCT DESIGN AND BRAND DESIGN



PROJECT: RUSH (ASIA)

DESCRIPTION: ENERGY DRINK BRANDING AND PACKAGING CONCEPTS



## PROJECT: SHELL GLOBAL (UK)

DESCRIPTION: PRODUCT DESIGN AND BRAND DESIGN



**PROJECT: ANTI-CELLULITE BRAND** “developed as part of BATLLE agency”  
**DESCRIPTION: ORNATE DESIGN FOR A MATURE MARKET**



## PROJECT: KIWI POLISH (HOLLAND)

DESCRIPTION: BRAND AND PRODUCT DEVELOPMENT FOR A SINGLE USE SHOE SHINE



clam shell opening  
to store pads



ergonomic pod to transport  
polish pad to be able to refill



PROJECT: WEETBIX (AUSTRALASIA)

DESCRIPTION: UNIQUE BRAND DESIGN THOUGHT THAT CHANGED ONE OF THE BIGGEST BRANDS LOGO..TO SAY THANKYOU TO CUSTOMERS



PROJECT: AUSONIA (SPAIN)

DESCRIPTION: RE-DESIGN REFRESH OF FAILING BRAND



## PROJECT: SIGNATURE RANGE (AUSTRALIA)

DESCRIPTION: DESIGN OF BRAND AND OVER 1000 SKU'S



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