



## TAYA BIRD

British / Female  
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## EDUCATION

*Birkbeck University London*  
*2009 Criminal Psychology*  
*The London School of Economics*  
*2008 Journalism*  
*Lycée Français Charles de Gaulle*  
*French & English Bilingual Education*

## KEY ACHIEVEMENTS

- Created 40+ successful brand identities for clients across Europe, North America, and Mexico.
- Fostered long-term client partnerships, some lasting 10+ years, providing ongoing brand evolution and creative support.
- Designed luxury and high-end brand identities, including full brand creation and marketing assets for Corniche Azur Hotel (opening soon), reinforcing its 5-star positioning.
- Led Giol's strategic brand transformation, elevating its market recognition and enabling premium pricing.
- Directed award-winning branding projects for clients including Giraffe, Bubbleology, and SSP.
- While at Mystery, won a FAB Award and Marketing Design Award for restaurant concepts as part of a team.
- Contributed to a successful advertising campaign for the Argentinian Government's World Malbec Day initiative.

## LONG TERM & ONGOING CLIENTS

- Le Toucan – Branding & Identity, Print, Packaging, Environmental Design, Marketing Consultation (6 Months). Developed the brand identity, leading to a 4.6-star Google rating from 99 reviews, full bookings, and a respected local reputation. The business was sold at a premium value, with the new owner maintaining the brand due to its proven success.
- Pinstripes & Peonies – Branding & Identity, Print, Packaging, Digital & Web | Ongoing (Since 2009). Created a luxury brand for this event florist, helping secure multi-million-pound contracts and advertising for the Chelsea Flower Show. Their continued success and industry leadership are attributed to my foundational branding.
- Giol – Brand Evolution, Packaging Design, Digital & Collateral Consultation – Ongoing (Since 2020). Rebranding led to a 25% increase in sales and improved brand perception, positioning Giol wines as a premium choice and opening new market opportunities, including supermarkets.
- Corniche Azur Hotel & Brasserie – Branding & Identity, Print & Digital (14 Months). Developed the brand for an upcoming hotel and brasserie, with the owner highly satisfied with the comprehensive design approach.
- Fluffy Donuts – Branding & Identity, Print, Packaging, Digital & Marketing Consultation – Ongoing (since 2020). Helped establish the brand for a startup, contributing to its expansion, franchise discussions have begun due to strong market demand and success.
- Vin de Terre – Branding & Identity, Print & Digital – Ongoing (since 2011). Led the Branding and marketing strategy for Vin de Terre, contributing to their Business Start-Up of the Year Award in their first year. Helped build a strong client base, with Vin de Terre supplying wines to Michelin-starred restaurants and local brasseries, significantly expanding their market presence. Positioned Vin de Terre as a leader in France's organic wine market, attracting customers previously skeptical of organic wine, and establishing the brand as a trusted name in the region.

## EXPERIENCE

### FREELANCE GRAPHIC DESIGNER, BRAND CONSULTANT & MARKETER

*September 2013 – Present*  
*Nice, France*

- Developed comprehensive brand identities, packaging, and marketing materials for luxury and hospitality clients, ensuring high-quality design execution.
- Provided strategic consultation on brand positioning, messaging, and customer experience, driving brand recognition and customer loyalty.
- Built long-term relationships with clients like Giol, Vin de Terre, Fluffy Donuts, Pinstripes & Peonies, and Corniche Azur Hotel, contributing to sustained brand success.
- Designed responsive websites, social media assets, and digital marketing materials to enhance brand consistency, online visibility, and customer engagement.

## PROFESSIONAL SUMMARY

Creative Director, Senior Graphic Designer & Marketer with 20+ years of experience in branding, packaging, and visual identity design. Led design teams in France and the UK, working across hospitality, luxury, yachting, and F&B. Fluent in English & French, based in Nice, France.

A visual storyteller at heart, I craft brands with personality, purpose, and a strong point of view. Equally strategic and hands-on, I've led rebrands, shaped identities, and refined details—always with a sharp eye and a solutions-driven mindset. Great design isn't just about looking good—it's about making people feel something. And if we can have fun in the process? Even better.



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## LANGUAGES

English - Native

French - Fluent

Spanish - Conversational

## ECOLE DE CONDE

Graphic Design Teacher - MANAA 4 & 5

September 2016 - June 2017

Nice, France

- Created a syllabus for the foundation course, covering all the fundamentals of graphic design.
- Achieved a near 100% attendance rate among students, a rare accomplishment noted by the institution.
- Recognized by the Graphic Design Director for mentoring students whose work demonstrated Master's level quality, despite pursuing Bachelor's degrees.
- Maintained a high student pass rate, with 95% successfully completing the program, reflecting the effectiveness of the instructional approach.

## QLDG SARL - GRAPHIC DESIGN AGENCY

Graphic Designer / Manager

October 2011 - August 2013

Nice, France

- Managed a team of 4 designers specializing in luxury yachting industry branding.
- Led branding projects for Hill Robinson, YPI, Fraser, and other high-end clients.

## MYSTERY LIMITED - BRAND DESIGN AGENCY

Studio & Brand Director

October 2003 - May 2011

London, UK

- Led an award-winning branding agency with 12 employees, overseeing studio operations, project trafficking, and financial management.
- Managed HR, budgeting, and workflow efficiency, ensuring seamless project execution and profitability.
- Directed brand identity, print, and experiential design projects for high-profile clients such as Giraffe, Bubbleology, and SSP.
- Briefed and managed the design team, ensuring creative consistency and high-quality output across all projects.
- Collaborated with the agency owner, who focused on new business and creative strategy, while I handled studio operations, financial growth, and creative execution.

## OTHER ROLES

**Recruitment Consultant** (Luxury Hospitality) - Amandine Chefs (2019 - Why? Because I LOVE food and this seemed super interesting)

**Account Manager** - PR & Communications - Dimes & Sillitoe (2001 - 2003)

**Producer / Researcher** - Digital TV Channel - WHEREITS.AT TV (1999 - 2001)

**Travel (Sabbatical Leave)** - June 2006 - December 2007 - Visited: India, Nepal, Tibet, China, Vietnam, Laos, Cambodia, Malaysia, Singapore, Argentina, Chile, Bolivia, Peru, Ecuador, Canada.

## BRANDING & IDENTITY

Brand Strategy & Positioning  
Target Market & Core Values  
Brand Story Development  
Conceptualising  
Visual Identity Systems (Logo design /  
Typography / Color Theory / Artworking  
Brand Guidelines & Standards

## GRAPHIC & DIGITAL DESIGN

Print & Editorial Design (Brochures,  
Magazines, Catalogues)  
Website & UI/UX Design  
Social Media Graphics & Digital  
Marketing Assets  
Packaging & Product Design  
Environmental & Experiential Design

## SOFTWARE PROFICIENCY

Adobe Creative Suite (Photoshop,  
Illustrator, InDesign) - Fluent  
MS Office & PowerPoint - Fluent  
Filemaker Pro - Fluent  
Libre Office - Fluent  
Mac  
PC

Based in Nice, France. Open to freelance, contract and consulting opportunities.  
Portfolio available at: [www.tayabird.com](http://www.tayabird.com)