

Neus Torres Tamarit

London, UK • Full Settled Status

+44 (0)7516 057 151 • neus@phenotypica.org • [linkedin.com/in/neus-torres-tamarit](https://www.linkedin.com/in/neus-torres-tamarit)

Art & Science: phenotypica.org • Design Portfolio: phenotypica.org/designstudio/work.html

Creative brand professional with over 10 years of experience in visual strategy, branding, and multimedia project management. Proven leadership in mentoring cross-functional teams, training colleagues in design principles and Adobe Creative Suite, and directing creative projects from concept to completion. Multimedia artist specialising in public engagement for the life sciences. Expert in creating compelling visual content that bridges complex concepts with diverse audiences through social media, digital campaigns, and live events. Proven track record delivering impactful work for major institutions and NGOs, with hands-on experience in campaign execution, social content creation, and cross-platform storytelling that drives real-world change.

SKILLS

- **Strong organisational skills:** Experience organising successful marketing campaigns and activations across multiple channels. Skilled in optimising workflows, improving team efficiency and execution speed. Adept at multitasking, managing shifting priorities, and adapting to changing schedules to meet tight deadlines.
- **Excellent communication skills:** Effectively pitching projects to key stakeholders by clearly articulating value propositions and addressing concerns, giving company-wide presentations that engage and inform large audiences, creating and conducting marketing campaign brainstorming workshops, and coaching and mentoring colleagues to upskill them through personalised feedback and guidance.
- **Technical skills & software proficiency:** Expert in Creative Software, including InDesign, Illustrator, Photoshop, After Effects, Premiere Pro, Firefly, Keyshot and Figma, for creating high-quality visuals, animations, and videos. Proficient in Microsoft Office Suite. Experienced in working with Digital Asset Management (DAM) systems, and adaptable across both PC and Mac platforms. Experienced in Jekyll, HTML, CSS, and Visual Studio.
- **Languages:** Native proficiency in English, Spanish and Catalan.

PROFESSIONAL EXPERIENCE

Founder and Creative Strategist August 2024 - Present

Phenotypica Design Studio, London (Self-employed/Freelance)

Providing strategic design consultancy and visual identity development for clients in the life sciences, technology, and healthcare sectors. Projects include branding, campaign development, visual storytelling, and multimedia content creation across print and digital formats, including animation and video production. Selected freelance projects:

- **Swag Strategy Consultant for Pilot Programme** (March 2025 - July 2025)
Wekume (Kampala, Uganda)
Leading the swag strategy for a reproductive health app targeting university students in Uganda. Developed competitor analysis, facilitated stakeholder workshops, and proposed multi-tiered campaigns with mockups and messaging for outreach and engagement.
- **Visual Identity Consultant and Creative Strategist** (March 2025)
Biotheia (Altrincham, UK)
Consulted on visual identity, finalised logo usage, and designed branded business cards.
- **Creative Director** (August 2024 - January 2025)

Firmamentum (York, UK)

Led visual identity development and campaign execution for a software consulting start-up.

Oversaw visual communication, copywriting and review, and marketing asset design and production in close collaboration with the leadership team.

Co-founder and Creative Director May 2016 - Present

Phenotypica Art & Science, London (Self-employed/Freelance)

Leading and delivering complex multimedia projects and public engagement activities at the intersection of art, science, technology and artificial intelligence, collaborating with major scientific and art institutions.

Selected collaborations:

- **WORD+2025 / WORC.Community** (January 2025 - Present)
Official Art in Science Partner, contributing with an exhibition and artwork creation about organoids.
- **The National Gallery, UKRI TAS, King's College London** (2021)
Produced a video essay on trust in AI and curated the AI Gallery for the AI Festival and Trusting Machines Conference.
- **Cardiff University and MRC Neuropsychiatric Genetics** (2020 - 2022)
Co-led "Share Your Rare", a Wellcome Trust funded project combining art, poetry and illustration to raise awareness of rare genetic conditions.
- **University of East Anglia** (2018–2019)
Collaborated with Dr Simone Immler on a multimedia project exhibited at the Science Museum London and Norwich Science Festival, including delivering a discussion in public engagement.
- **The Francis Crick Institute** (2019)
Developed a public engagement activity on drug discovery in collaboration with Dr Christelle Soudy, featured at the Crick Lates.
- **University College London, The Reuter Laboratory** (2017 - 2018)
Artist residency exploring genetic antagonism, culminating in a solo exhibition at The Grant Museum of Zoology.
- **The Place Contemporary Dance School** (2017)
Collaboration with contemporary dancers for a performance with Phenotypica's digital interactive installation Biomorpha (Evolving Structures).
- **Royal Society** (2017)
Collaboration on the 'Changing Expectations' project.
- **Tate Exchange, Tate Modern** (2015 - 2017)
Two-year artist collaboration, leading a public engagement activity for the launch programme and delivering public engagement workshops.

Brand Manager August 2021 - August 2024

Refeyn, Oxford (Full-time, hybrid)

Promoted from Creative Marketing Associate (February 2022 - February 2023), following an initial period as a Freelance Graphic Designer (August 2021 - January 2022). Over three years, I led strategic brand development and creative direction, working closely with the marketing team, wider company teams and senior leadership to elevate Refeyn's global visual identity.

- Directed all creative projects, developing a cutting-edge visual identity that differentiated Refeyn from competitors.
- Collaborated with the Marketing Director to define Refeyn's brand strategy, aligning brand identity with business goals and supporting company growth.
- Established a consistent global brand presence across all marketing materials, including distributor communications, increasing brand recognition, and coherence.

- Created and maintained Refeyn's first visual style guide, including updates for new technologies, and brand developments.
- Delivered brand awareness campaigns for internal and external audiences, supporting product launches, and boosting brand visibility.
- Directed product photography and video production for tutorials, marketing videos, and animations, managing from concept through to post-production.
- Held full ownership of Refeyn's visual design output, leading the creation of campaign assets across digital and print, data visualisations, infographics, marketing collateral, and office branding.
- Managed the printing outsourcing of large format printing such as banners and conference graphics, and small format printing such as brochures, leaflets and stickers.
- Implemented streamlined workflows for creative asset production, improving cross-functional collaboration and reducing turnaround time.
- Trained and mentored colleagues without design backgrounds in Adobe tools, design principles, and brand templates, improving team efficiency, and output.

Freelance Graphic Designer August 2020 - June 2021

Various Clients (Self-employed, remote)

- **Shuttlefish, Gloucestershire** (April - June 2021)
Designed engaging print and digital flyers for care home promotion, optimising existing materials, and collaborating with the marketing team using Wrike.
- **VividQ, Cambridge** (April - May 2021)
Developed user-friendly email marketing templates in Mailchimp after conducting risk assessments, and aligned designs with marketing goals.
- **Lockdown Art Residency, London** (August - October 2020)
Designed visual identity including logo, catalogue, and promo materials.
- **Identity Centric Security** (August - September 2020)
Developed visual identity, and logo and delivered a visual identity guide tailored to client specifications.

Curator of the Lockdown Residency Instagram Takeover November 2020 - March 2021

Lockdown Art Residency, London (Freelance, remote)

- Managed the artist open call.
- Developed and maintained a structured posting schedule for participating artists.
- Managed the instagram account handovers.
- Supported artists during takeovers to ensure a smooth and successful process.
- Actively promoted the event to maximise visibility and audience engagement.

Curator of and Exhibitor at Cryptic, Art & Science Exhibition June 2017 - November 2017

Crypt Gallery, London (Freelance, remote)

- Exhibition planning, layout and execution over five months.
- Managed the activities of fourteen artists including invigilation scheduling.
- Organised venue logistics and in-kind support.
- Coordinated press and event promotion.
- Planned and managed budget.
- Designed banners, posters and flyers, and managed the printing.

Graphic Designer/Creative Artworker October 2017 - March 2021

The Print Team, London (Part-time, in-house to remote)

- Managed end-to-end customers' project life cycles, including designing visual identities and logos.
- Designed a wide range of marketing and brand collateral in small and large formats for printing and digital use.
- Worked seamlessly with colleagues to optimise workflows.
- Proficiently operated specialised industrial printing and finishing equipment.

Prepress/Creative Artworker/Printer April 2014 - October 2017

Call Print, London (Full-time to part-time, in-house)

Transitioned to part-time employment in October 2015 to accommodate my Master's studies at Central Saint Martins.

- Designed and prepared various small and large format materials for printing.
- Managed and prioritised workloads, including multitasking, working under pressure and meeting tight deadlines.
- Coordinated workload with colleagues to ensure efficient task distribution.
- Used specialised industrial printing and finishing equipment and software.
- Provided customer service by interacting with clients in the office, via email, and by phone.

EDUCATION

2023. The Chartered Institute of Marketing, London.

Distinctive Brand Asset Management.

2023. The Chartered Institute of Marketing, London.

Strategic Brand Management.

2017. Central Saint Martins, London.

MA in Art and Science - Distinction.

2009. Universidad Politécnica de Valencia, Spain.

Postgraduate course in Art Direction and Set Design.

2008. Castilla-La Mancha University, Albacete, Spain.

QTS, Teaching Training Course.

2007. Miguel Hernández University, Altea, Spain.

BA (hons) Fine Arts.