

Richard Windsor

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Profile

I’m a brand-led creative leader with 20 years’ experience in independent creative agencies, helping ambitious organisations turn what makes them valuable into brands people choose, trust and advocate.

I’m dynamic and engaged, bringing together strategy, creative ideas and design craft, aligning teams and senior stakeholders from the first idea through to real-world activation. My work has helped organisations grow revenue, win customers and build lasting value.

Experience

FutureKings	FutureKings turn brand into an organisations most powerful business tool. Working through strategy, identity, digital, campaigns and experiences I played a major part in giving organisations a future-proof foundation for growth.
Creative Partner 2026 - Present	
Design Director 2020 - 2026	→ I am the primary creative lead, from initial strategic thinking through to development and into final implementation.
Senior Designer 2017 - 2020	→ I work directly with founders, CEOs, marketing leaders and senior stakeholders, acting as the primary creative relationship throughout a project.
	→ I build and manage teams, leading and mentoring designers, artworkers and external creative specialists / collaborators, bringing together the right people for each project.
	→ I'm the integral link between strategy and client teams to challenge, shape and strengthen ideas rather than simply execute an agreed brief.
	→ In my element when leading creative client discussions, pitches, workshops and chemistry sessions.
	→ Shaped the agency's creative process, including adapting our approach for smaller budgets and tighter timelines.
	→ I'm a partner in the business, contributing to decisions around creative approach, standards, resource and the wider strategic direction of the agency.

Experience cont.

Independent

Designer
2014 - 2017

Working directly with a broad range of clients from TV personalities to outstanding chefs, directors of film to local Bristol legends and from mad scientist master craftsmen to Shaun the Sheep himself, I helped this eclectic assemblage of specialists define and articulate their place in the market.

I developed brand identities, digital experiences, and printed materials. Nurturing strong direct client relationships, with repeat work and referrals forming a significant part of ongoing commissions, I understood my clients and their unique objectives. During this time I worked end-to-end independently across strategy, creative development, design and production, collaborating with other specialists to activate creative ideas.

Beef

Designer
2007 - 2014

Beef were an experimental digital agency specialising in storytelling that changed customer attitudes and behaviour. In order to cut-through the noise and speak to the people clients wanted to reach, I strived to understand them; how they used digital, why they used it, and what they wanted from it.

I worked closely with developers and copywriters to conceive and build content-led digital experiences. I implemented these ideas using established guideline-rich brands as well as in emergent organisations which needed brand identities building around them.

Approach

The best brands embed a meaningful idea at the heart of an organisation, give their audience a reason to believe and build long-term loyalty. In turn, this creates advocacy, wins new customers and drives sustainable growth. I help businesses to discover their truth and confidently communicate it internally and externally.

Strategy first

I don't wait for the strategic phase of work to be polished before my creative brain is engaged. I'm already exploring, challenging and helping to articulate the powerful central idea or truth that an organisation can align around.

Think big

I build brands with clout that assert themselves in the marketplace, owning a space in their audience's mind. Forget trends and one-size-fits-all aesthetics. I read the landscape and look for ways to stand out without burning existing brand equity.

Craft small

Is the letter spacing off? Is it legible and accessible? How does that colour reproduce on screen and in print? Did we implement that change throughout the deliverables? I sweat the details. It's not right until it's right. Nothing goes out of the door until it is.

Make it real

I design systems and creative platforms that can actually be used in real-world applications – by internal teams, external partners and organisations with very different needs.

The studio glue

I'm the glue that brings every member of the team together, through humour and authenticity. Being a big character doesn't mean diminishing other people's weight in the team, it means championing it. I'm as interested and absorbed in the delivery as I am in the creative. No one plays a minor role.

Compelling, not cocky

I'm a trusted partner who genuinely cares about an organisation's goals and the people working towards them. I can provoke while remaining warm, persuade without being sharp, and tell a compelling story without unnecessary theatre.

Durstons

39

unique SKUs

3

new ranges

Peat-free compost had earned a poor reputation, despite Durstons developing products that genuinely outperformed peat-based formulations. At the same time, their fragmented brand portfolio wasn't leveraging the Durstons name, making it difficult to upsell higher-margin products and leaving the business over-reliant on a small number of white-label customers.

I was pivotal in consolidating all 39 SKUs under the Durstons name across three distinct ranges: Everyday, Traditional and Advanced. This made it simpler for agents to sell into garden centers and easier for customers to make confident buying choices. All under an identity which offered real stand-out in a monolithic marketplace.

Qorus

730

new members

200

new financial institutions

Qorus had fallen behind a rapidly digitising financial services industry, putting member retention and growth at risk. Its brand and digital experience no longer reflected its role as a global platform for innovation and reinvention.

I helped reposition and modernise the brand for a digital-first, global audience, creating greater distinction and relevance in a crowded market. I directed the application of brand through the digital experience, making valuable resources easier to discover and creating clearer journeys that turned engagement into action. I also led the creation of a substantial set of digital brand guidelines which helped their global team govern the brand.



Huboo

130%

business growth

£20m

new business

Following rapid growth, Huboo needed a clearer brand platform and a more scalable identity to support international expansion as an eCommerce fulfilment partner. The challenge was to organise and sharpen the brand without losing the personality and recognition that had helped build its early success.

Working with the founders and C-suite, I was the creative lead in bringing the idea of Enabling Growth to life across the brand. We then evolved the identity into a flexible global system, strengthening distinctive brand codes and expanding the toolkit to bring greater consistency, personality and focus as the business scaled.

Heidi

£8m to £40m

revenue increase

180%

increase in website users

Having disrupted ski and snowboard holiday bookings with smart technology, Heidi (previously SkiZoom) approached FutureKings to articulate its unique offer, develop a challenger brand identity and concept, and roll out an above-the-line campaign to reach new audiences.

Most recently, I led a brand programme to bring greater consistency to the brand internally following rapid growth, with disparate teams struggling to manage it consistently. Our goal was to unite the team around a refined and simplified brand, balancing long-term brand loyalty with the demands of short-term performance marketing.



Sold out summer
following campaign

300,000
visitors a year

We The Curious is a leading UK science centre, welcoming over 300,000 visitors a year. After almost four years closed due to Covid and a fire, they needed to reopen with impact. The challenge was that their existing marketing and communications weren't clearly communicating the breadth of the offer to their audience.

With the insight that visitors should leave asking questions, not arrive with them, we built a visual and verbal campaign platform that clearly articulated the offer from the outset. The system was designed to be easily picked up in-house and adapted over the following years — and remains in place today.



10 nationwide sites
in the roll out

1,000,000
visitors a year

Following a new brand launch in 2023, WWT needed to bring the identity to life across its ten UK wetland centres. The challenge was to create a consistent visitor experience while allowing each unique site to retain its character.

I led the creative development with a broad and diverse internal team, creating a scalable approach across the visitor journey, from arrival to departure, and defining how identity, messaging and signage could work together to create a stronger experience. We piloted the approach at London Wetland Centre before rolling it out across further sites, including Martin Mere, Slimbridge and Arundel.