

SEBASTIAN WALS

BRAND / CREATIVE DIRECTOR

📍 London

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PORTFOLIO >

SUMMARY

Creative leader with over 20 years' experience helping organisations build stronger brands through strategic thinking, creative excellence and collaborative leadership.

Beginning my career at Ogilvy before spending a decade within a successful B2B agency, I went on to establish and lead my own branding & design consultancy, delivering work for clients across legal, finance, property, engineering, hospitality, travel and the charity sector.

My experience combines hands-on design with creative direction, brand strategy, stakeholder management, business development and team leadership. I enjoy building trusted relationships, nurturing creative talent and turning complex business challenges into clear, engaging communications.

Having successfully run my own agency, I am now looking to join an established organisation where I can focus on developing the business and brand, leading creative work, and collaborating with ambitious teams, while contributing to a shared purpose and long-term commercial vision.

EXPERIENCE

Founder & Creative Director

Rebel Branding - London
2017 - Present

Established and led an independent branding and design consultancy, partnering with SMEs and professional service organisations to develop brands that support growth, reputation and commercial success.

Led branding, identity and campaign projects from initial strategy through to delivery.

Worked directly with business owners and leadership teams to understand commercial objectives.

Developed brand positioning, visual identities, marketing communications and digital assets in line with the company vision.

Managed client relationships, project planning, budgets and creative delivery.

Presented strategic recommendations and creative concepts to senior stakeholders.

Directed freelance creatives, photographers, developers and specialist partners.

Oversaw all commercial aspects of the business, including planning, finance and operations.

Delivered long-term branding programmes for organisations in legal, finance, property, engineering, travel and charity sectors.

Developed trusted client relationships resulting in repeat business and long-term partnerships.

Successfully balanced creative leadership with commercial responsibility while maintaining consistently high-quality output.

Creative Director

Latitude B2B Solutions - London
2005 - 2016

Played a key role within a specialist B2B creative agency, delivering branding, campaigns and marketing communications for national and international organisations.

Led creative development across branding, campaigns and corporate communications.

Collaborated closely with account teams and clients to solve business challenges through design.

Presented concepts directly to clients and senior stakeholders.

Art directed photography, publications and integrated campaigns.

Mentored junior designers and helped maintain creative standards across the studio.

Delivered strategic branding projects across a wide range of industries.

Built strong client relationships through responsive, collaborative working.

Developed a reputation for combining creative thinking with commercial understanding.

Art Director

Ogilvy Healthcare +
Ogilvy Brand Activation -
Johannesburg
2003 - 2005

Started my career within one of the world's leading advertising agencies, working alongside experienced creative teams on nationally and internationally recognised brands.

This role provided a strong grounding in conceptual thinking, campaign development, art direction and the importance of creative excellence.

Worked on brand activation and advertising campaigns for brands such as Glaxo Smith Kline, Gaviscon, Abbott Pharmaceuticals, Microsoft, KFC, Nando's, Miller and South African Breweries

Junior Art Director

TBWA Hunt Lascaris - Cape Town
2003

Supporting senior creative teams, delivering on campaigns for Adidas and Landrover.

CORE STRENGTHS

- Commercial Awareness:** Balancing creativity with practical business outcomes developed through seven years running an agency.
- Stakeholder Management:** Building strong relationships with clients, colleagues and senior decision-makers.
- Project Management:** Managing multiple projects, priorities, budgets and deadlines simultaneously.
- Creative Leadership:** Leading creative projects from concept to delivery while maintaining high standards across every touchpoint.
- Brand Strategy & Identity:** Creating distinctive brands that align business objectives with customer needs.
- Art Direction:** Developing engaging visual communications across print, digital and campaign work.
- Team Leadership:** Mentoring designers, managing external partners and encouraging collaborative working.

SOFTWARE

- Adobe Creative Suite
- Office 365
- Figma
- WordPress
- AI-assisted creative workflows

EDUCATION

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|----------------------------------|---|
| AAA School of Advertising | Higher Diploma in Visual Communication |
| Cape Town, South Africa | Higher Diploma in Marketing Communication |
| 2000 - 2003 | |

LANGUAGES

- English
- Dutch

Client references available on request.