

Camilla Cornwell

Global Creative Lead — brand, campaign and design systems

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PROFILE

Building brands. Building AI-native design teams.

Fourteen-plus years across identity, systems and campaigns, spanning digital and experiential — five-plus leading designers, shaping creative direction and evolving how brand teams operate. Known for scalable design systems and high-impact work that performs. Craft-driven at the core; strategic and hands-on, equally comfortable defining vision and executing it.

EXPERIENCE

Goodnotes | Good Systems

Oct 2021 — now
London

Global Creative Lead

Jun 2026 — present

Creative direction across brand, campaign and content for a product used by millions. Leading the Good Systems master brand and Goodmeet launch with agency partners.

Global Brand Design Lead

Dec 2024 — Jun 2026

Led brand globally across campaign, product marketing, merch and App Store; managed and mentored the brand design team and contractors. Delivered the 2025 brand refresh and the Outernet launch campaign.

Senior Brand Designer

Oct 2021 — Dec 2024

Led the Goodnotes 6 rebrand — internal research, workshops and stakeholder management — and the branding of Good Future Foundation. Built scalable templates, ran internal brand education, and delivered booths at Bett London, ISTE and the London AI Summit. Founding member of the Goodnotes DEI Squad.

Disciple Media

Nov 2019 — Oct 2021
London

Senior Designer

Apr 2021 — Oct 2021

Digital Designer

Nov 2019 — Mar 2021

Led the end-to-end rebrand, from research and workshops through stakeholder management, concept development, user testing and implementation. UX/UI improvements to the social interface and community dashboard, plus ongoing marketing design.

TWO Digital Marketing

Sep 2017 — Aug 2019
Surrey

Creative Designer

Online campaigns, digital billboards, website, email, game and print for NBC Universal, BAE Systems, BlackRock, iShares, AllianceBernstein and State Street Global Advisors.

Banjo Advertising

Aug 2014 — Oct 2016
Sydney

Designer & Finished Artist

Creative design and technical delivery for Nando's, Destination NSW, TAFE NSW, Crown Resorts, AMP Capital, Hills Australia, St James' Ethics Centre and Best & Less.

Camilla Cornwell Design

2010 — Nov 2019
Global

Graphic Designer, freelance

Branding, campaign strategy, print, packaging, social, web and digital advertising for clients worldwide — including visual communications for Oxfam Australia's youth programmes Design For Change, Close The Gap and GROW.

uberbrand · ASM Liquor

2010 — 2014
Sydney

Earlier roles

Designer at uberbrand; Creative Designer at ASM Liquor, where I rebranded Tequila Blu and launched VDKA 6100; design intern at Essential Groom.

CAPABILITIES

BRAND IDENTITY

DESIGN SYSTEMS

CAMPAIGN

ART DIRECTION

TEAM LEADERSHIP

EXPERIENTIAL

AGENCY MANAGEMENT

AI-NATIVE TEAMS

AI TOOLS

Higgsfield, ChatGPT, Grok, Gemini, Nano Banana, Seedream, Kling, Flux, Flora, Figma Weave, Luma Labs, Leonardo.ai, Adobe Firefly, Pika, Brandfull, Claude, Cursor — used inside a people-first, craft-driven process.

EDUCATION

Billy Blue College of Design, Sydney