

2020

transform  
young  
contenders





**Brittany Golob**  
Publishing editor  
Transform magazine

Identifying the brand creative and strategy professionals with the most potential as young leaders, future leaders and standout talents is a rewarding experience for Transform magazine. But it also indicates a bright future for the branding industry itself.

The Young Contenders recognised this year are truly the flag-bearers for an exciting, talented and creative future for the European branding industry. Judges were impressed by the young creatives and strategists nominated for this year's awards. But they found one person the standout. Libby Tsoi, designer at SomeOne, was named this year's 'Creative Young Contender of the Year,' an immense achievement.

The judges also bestowed distinction awards upon three Young Contenders. Harry Meakin, designer at Clout, Katie Marks, senior consultant for Clear Strategy, and Sara Foley, middleweight designer at Mr B & Friends, all earned this prize for their contributions to their own agencies and to the industry at large.

We are proud to celebrate all of this year's Young Contenders and we will be excited to see what they are able to achieve for their companies and their industry in the future.

Judges ..... 4

MERIT

Jamie-Lee Lammers ..... 6

Toby Marsh ..... 10

Tom Rickhuss ..... 14

Anna Serocold ..... 18

DISTINCTION

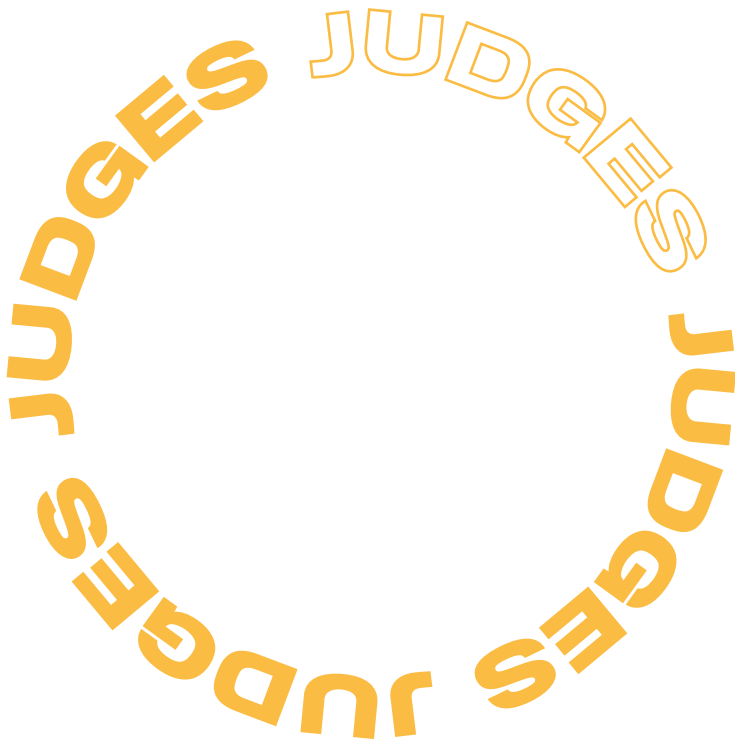
Sara Foley ..... 22

Katie Marks ..... 26

Harry Meakin ..... 30

CREATIVE YOUNG CONTENDER  
OF THE YEAR

Libby Tsoi ..... 34





## Philip Davies

President, EMEA, Siegel+Gale

Philip leads the global strategic brand consultancy Siegel+Gale in EMEA. Based in London, he's behind the people, the work and the firm's belief that complex brand challenges can be solved through simple, unexpectedly fresh strategies, stories and experiences. Like everyone at Siegel+Gale he believes that simple is smart.



## Kate Gallé

Creative director, Design Bridge London

Kate joined Design Bridge London in 2012 after gaining 10 years of experience at leading design agencies. Since joining the team, Kate has worked across a range of global Unilever and RB brands. She has been the driving force behind Design Bridge's creative relationship with Cadbury UK, which included the launch of the Easter and Christmas ranges. Kate is passionate about bringing purpose to well-known household brands through insightful, strategic design.



## Will Hawkins

Managing director, Start

Will is the managing director at Start where he works with a team of talented designers, strategists, creators and producers to deliver creativity and extraordinary results. Prior to this, Will had spent five years working at Goodwood, transforming the estate from a traditional and locally-focussed rights holder to a global cultural and sporting destination.



## Amanda Jackson

Founder and creative director, Jackdaw Design

Amanda is the founder of Jackdaw Design, an independent creative studio specialising in branding and packaging. She works with both established businesses and a number of innovative food and drink brands, such as Urban Cordial, Cawston Press and Claudi & Fin. Alongside design work for clients, Amanda is passionate about nurturing young creative talent and is a regular speaker at Arts University Bournemouth.



## John Ramskill

Executive creative director, BrandOpus

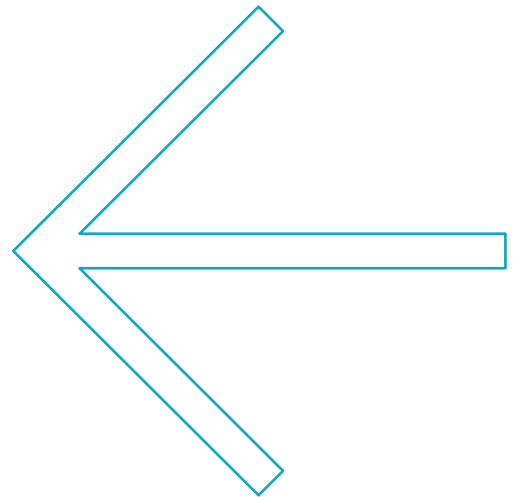
John has over 20 years in branding and design, during his time at BrandOpus he has headed up branding projects across all types of categories – from airport currency exchange bureaus to ultra-premium vodka. John is also heavily involved in speaking at a number of design courses and plays a pivotal role in the BrandOpus Chrysalis program – an initiative set up to provide university students with development opportunities across design and branding.

Consultant  
Interbrand



“Jamie is a caring and absolutely driven person with the ability to give you a feeling that you are the most important person in this moment. Right from the start, she took responsibility and set up the programme. It was a pleasure to work with her.”

Malte Schwarck, senior marketing expert, advertising and store branding, Carglass





Jamie-Lee Lammers' leadership qualities stood out to judges, with one saying they can't wait to see more from the young strategist. "Without a doubt, she's a valued member of her team," echoed another, calling her a 'culture carrier.' Her work at Interbrand has seen her take a leadership role in the organisation's education programme while implementing a collaborative working style that sees her push for the best solutions for clients. Her passion for her work and understanding of the business have led her to become a key asset and catalyst for change at Interbrand.

What do you consider your biggest accomplishment in your career to date?

Personally, to be honest, this nomination and the stories and support that our global head of learning and culture, my managing director, other directors and colleagues shared in the (for me, totally surprising and secret) application. Career-wise, I'd have to say the light-bolt trajectory at Interbrand and adventures that came with it: from intern, doing my masters in Sweden, returning as junior, advancing to a consultant in a governance and learning project of our largest client account and then on to a global role with exposure to our network and global clients within four years. What a ride!

And the most important for me craft-wise, I am most proud of the work we did and the process behind the pitch for Mega, Ikea centres in Russia. In a two week sprint with our design team we collaborated in developing a compelling strategy, identity and experience that breathed Ikea's ethos yet was relevant to the Russian market. When the client said, "This is what we imagined but could not articulate," was the best feeling.

What will being named a Young Contender mean for you and your career?

As a perfectionist, it is hard for me to be satisfied with what I create and deliver. Being recognised like this shows me that I am on the right track. In addition, words, culture and stories are the air I breathe. This award recognises that this love does indeed elevate my work and the work of my colleagues and clients. That reassuring is empowering.

What do you want your role to be in the future of the brand industry?

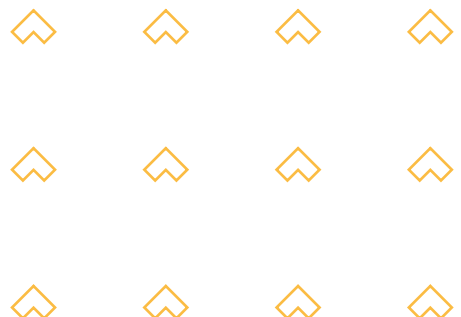
I want to show that good strategy is fused with design thinking, empathy and a solid business understanding. I found that creativity and a focus on problem-solving is the best way to approach strategy and life in general. Strategy should improve things and move people - not only money and ego.

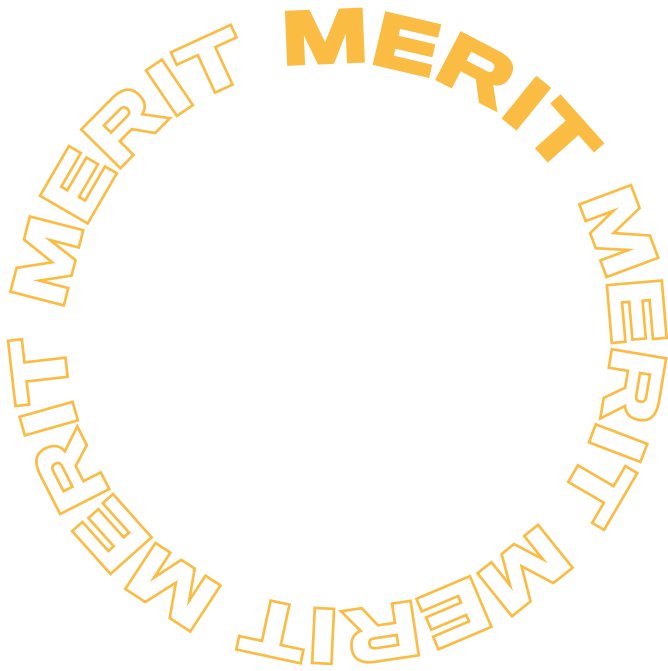
What kind of impact can young designers and strategists make on the brand industry?

When I was little, I loved bedtime stories. Every evening, I cuddled into a warm, cozy bed and my mom read my little sister and me stories about Hobbits, a girl that becomes a knight and a brave boy with a scar. The next morning, these stories resonated in me and made me face the world with bravery, empathy and camaraderie and in always in search of wonders. When I got older, I found other sources of stories in movies, songs, art, dance - but also in brands. Today, brands have great impact on our lives, culture and our perception of the world. I believe as strategists and designers we have the responsibility to help brand owners tell meaningful stories with their products, services and experiences. Let's reflect the breadth of sub-cultures, the advances we made in inclusion and representation, values we share and aspiration we have for tomorrow.

Who is your dream client? Why?

The list is endless and I probably don't know half of the great companies hidden out there. But here are five from the list: first, the MIT Media Lab. Although it imagines the world in 50 or 100 years, the ideas can truly make a difference and I'd love to help find a commercial application a little earlier than that. Second, the menstruation tracking app Clue, as it is an empowering service for women and their science-based, purpose-led product is a sober counterbalance to the anti-fake-news and hype trend of our times. Third, the European Parliament; what an important service and what a bad image and experience. Fourth, Google; brands define what roles products and services play in life and technology is the industry that will impact our lives most. Finally, Disney, Netflix or a publishing house. What can I say - master storytellers intrigue me.





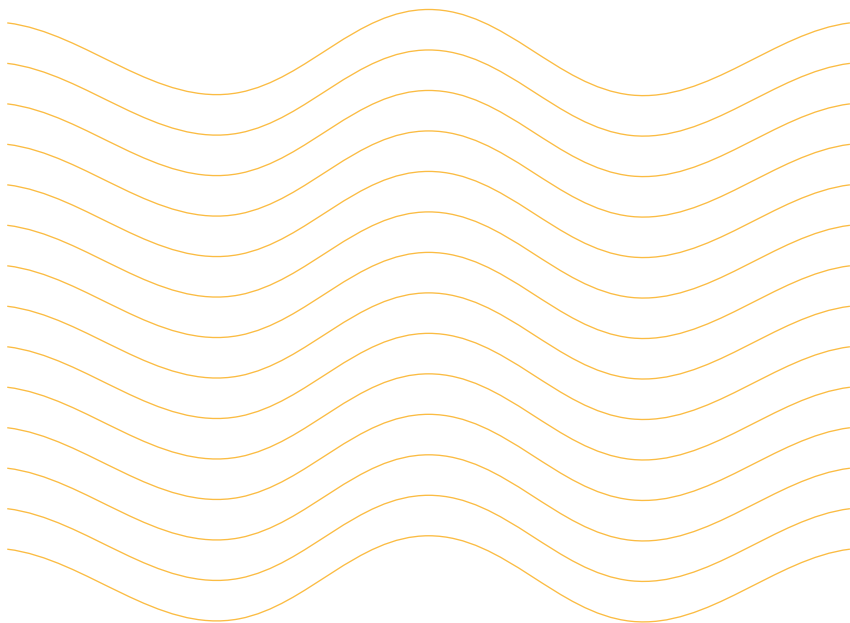
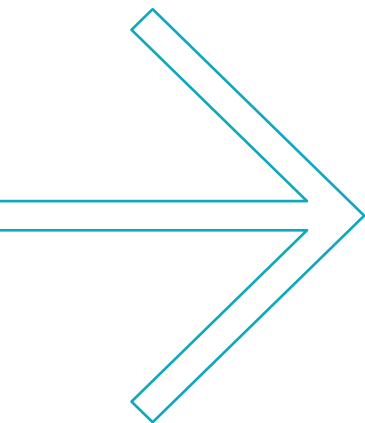
**TOBY MARSH**  
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Founder and creative director  
Toby Marsh Creative



"I have worked with Toby for the past seven years. He has pushed his career as a self-taught designer to become the creative director for an award-winning startup incubator by the age of 24 and go on to establish his own studio with a fast-growing reputation for building brands that go beyond the expected and set new standards. He is a source of inspiration and deserves recognition for everything he continues to accomplish."

Jenny Freeman, projects & partnerships, TMC



The founder of his own design agency, Toby Marsh's entry was the only one submitted by his employees. The love his colleagues have shown him is apparent and reflect a collaborative working environment that strives to produce creative, boundary-pushing work. Toby's admirable commitment to design and his entrepreneurial spirit impressed judges. They said his "exquisite illustration," and his ability to pursue the challenge of founding his own agency as a self-taught designer were admirable. Toby has made an impact on clients as well, with long-term relationships yielding work that has helped startups and established businesses alike communicate more effectively.

What do you consider your greatest accomplishment to date?

Starting Toby Marsh Creative. Opening my own studio so early in my career was, of course, a huge risk, but I have always had a vision of the way in which I wanted to work and the environment that I wished to create. The most important factor for me is the development of the TMC team and our reputation within the industry. The relationships that we have built with our brand partners are not solely about the quality of our work but the way in which we operate. Naturally, it has also been a massive learning curve for me but one that I am incredibly proud of.

What will being named a Young Contender mean for you and your career?

For the best part of a decade, I have had my head down, trying to build something meaningful. (There have been many sleepless nights!) Being recognised as a Young Contender will allow me to take a moment, reflect and celebrate all that TMC has achieved, something that many of us often forget to do.

I hope that this acknowledgement affords both myself and TMC the opportunity to engage with likeminded people on a larger platform within the industry, opening up valuable conversations.

What do you want your role to be in the future of the brand industry?

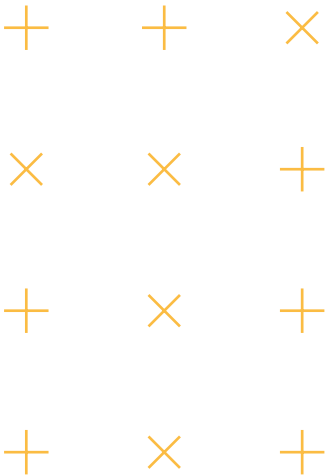
I would love to develop both the studio's and my own positioning within the industry, offering value-driven and intelligent design to brands of all shapes and sizes. Importantly, I feel a responsibility both as a creative and an employer to help recalibrate how we, as an industry understand and support wider issues. Currently, the conversations around mental health and the studio's not-for-profit initiatives are a priority for me. I hope that TMC can continue to promote and engage in projects in a way that reflects this.

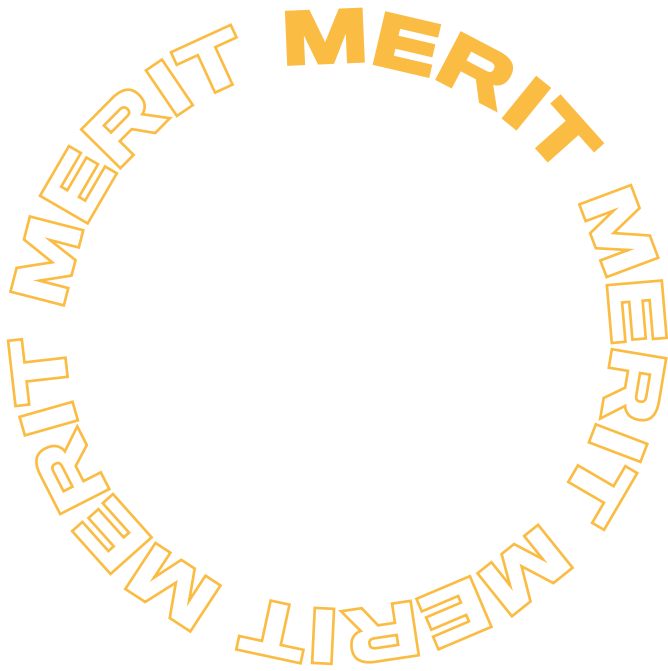
What kind of impact can young designers and strategists make on the brand industry?

We have the power to help break habits, shift perspectives and design with more compassion. Designers and strategists help brands communicate to consumers, and we have an opportunity and responsibility to actively support positive change as part of that conversation.

Who is your dream client? Why?

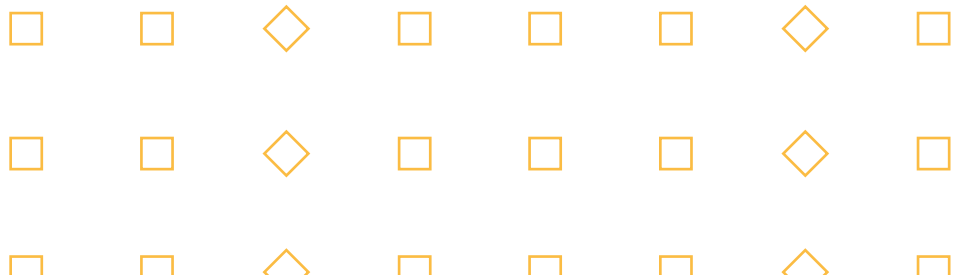
I have never had an ideal client list. It has always been about the project and its purpose. Ideally, it would be with those who believe in what they are doing and care about how they do it.





**TOM RICK HUSS**  
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Strategic planner  
Mr B & Friends

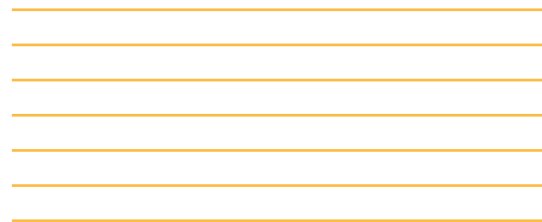






“Tom Rickhuss has intelligence beyond his years. After a one-year courtship, Tom joined the business six months ago and has already impressed internally and externally with his planning and strategy skills. Tom is a scholar of the industry and will go to the very top. Not only is he prepared to do the hard yards and work the research, insights and numbers, he is also intuitive and has high levels of emotional intelligence for someone of his age. In just a few months, he has pitched and won a major nationwide legal client, on-boarded a global manufacturing client and has brought a huge amount of energy and skill to our agency team. Tom is a true young contender!”

Simon Barbato, CEO, Mr B & Friends





A self-proclaimed 'weird' person, Tom Rickhuss has made a clear impact on his agency and his clients. A true strategist, Tom has a keen sense for what really matters and what doesn't, in the words of one judge. As a catalyst for creativity within Mr B & Friends, Tom has managed challenging projects for multistakeholder organisations like the UNHCR. Judges called him a 'Strong strategist with a point of view.' and said he has succeeded in putting strategy at the heart of his work, making him one to watch in strategic planning.

What do you consider your biggest accomplishment in your career to date?

Strategic direction and creative briefing for the UNHCR's global campaign 'Step with Refugees.' Still in motion, it's a digital initiative to generate leads at scale for the organisation, helping them to tackle the global refugee crisis – the highest level of displacement since the second world war and a \$500m care deficit. The idea was borne from the insight that refugees collectively travelled two billion miles in 2015; a seemingly distant issue but one that affects our very own shores and borders. We created a literal movement that acknowledged refugees' grit whilst showing a stand of solidarity by attempting to match the same distance travelled through our everyday Strava and Fitbit exercise data.

What will being named a Young Contender mean for you and your career?

Being named a Young Contender means a lot to me, both personally and professionally. From a personal perspective – positive reinforcement that what you do, day in day out, is of high calibre and noteworthy. That's nice. And reaffirming for a role synonymous with casting a dark, doubtful shadow over your own judgements every once in a while (imposter syndrome to cite one reference). From a professional perspective – my first piece of recognition as an individual rather than a body of work, and indeed, my first piece of recognition at Mr B & Friends given my newly appointed role and work here still in the early stages of development. For my career? I hope that I will continue to push myself and strive to attain further individual recognition for work I'm genuinely proud of. But, more importantly, I would hope that my nomination will inspire others – namely the young and hungry – to accept who they are, be proud of what they have achieved in their own careers and seek recognition for that.

What do you want your role to be in the future of the brand industry?

I'd like my role to be two-fold. To continue trying to make people care about brands (and help clients realise that people aren't all that fussed about them). And to contribute to the success of Bristol's burgeoning industry scene.

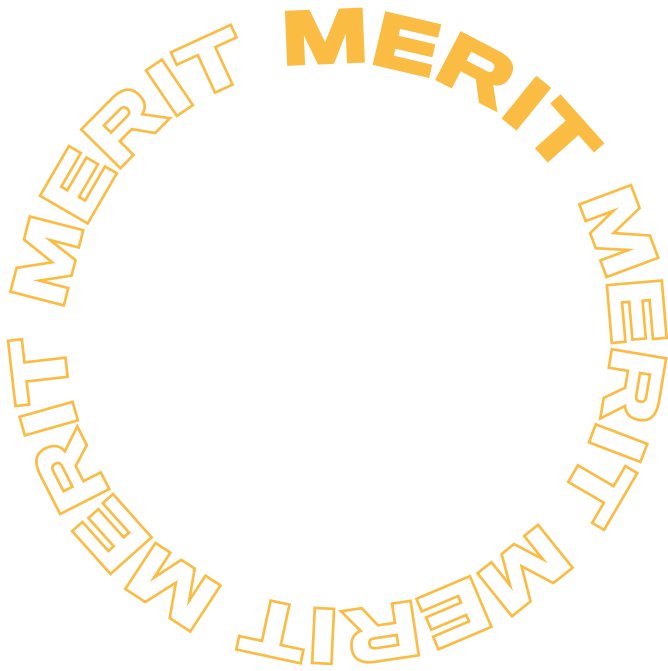
What kind of impact can young designers and strategists make on the brand industry?

An injection of energy, fresh perspective and diversity into a disconcertingly 'old-white-middle-class-man' dominated industry (I'm checking out before I get there myself!). Which will ultimately result in more exciting, more empathetic and more effective work.

Who is your dream client? Why?

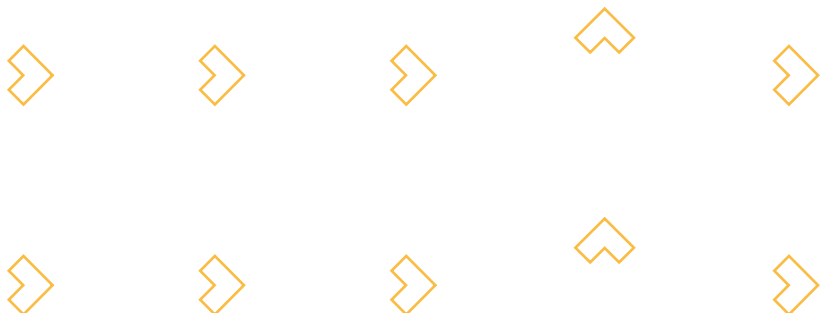
Harley Davidson because it's where my interest in brands started, after becoming a member of the Bridgwater Harley Owners Group, aged 12. To put it simply, because there are very few brands in existence as powerful as the Harley Davidson brand.





ANNA SEROCOLD  
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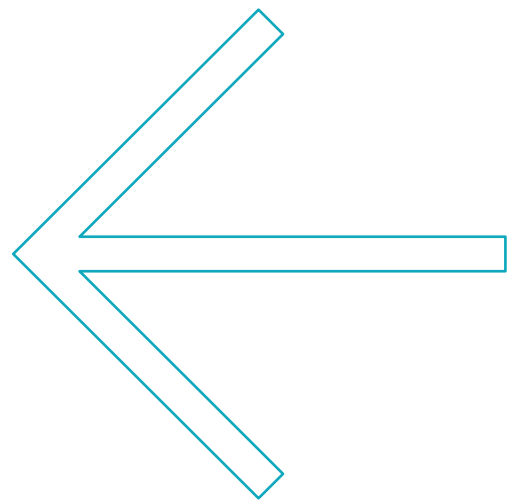
Lead designer  
Cog Design





“I’ve worked with dozens of young designers and branding professionals in my 28 years at Cog; it’s especially rare to meet such an all- round talent as her. We are very lucky to have her as part of our team”

Michael Smith, founding director,  
Cog Design



Specialising in arts and culture brands and focusing on uniting the user experience with the brand's personality, Anna Serocold has blazed a trail through London's arts organisations. Her work at Cog Design has allowed her to create unexpected, delightful solutions for her clients, according to judges. Judges were impressed with the role she has taken within the agency and said she has clear potential as a future leader. "By spearheading initiatives that have driven her agency forwards and the fact that she has already been made head of design at such a young age shows that she has demonstrated leadership," said one judge.

What do you consider your biggest accomplishment in your career to date?

Leading the project to design a new brand and website simultaneously for Rich Mix. It was such a great opportunity to work on branding and then immediately roll it out into their digital presence, which is such an important touch point for their audiences. It was great to think about this brand in that digital context.

I'm also hugely proud of the website I designed for Soho Theatre. It acts as a clear branding tool, positioning Soho Theatre as an exciting vibrant home for a mix of comedy, theatre and cabaret and allowing their varied audiences to find the parts of their programme that they want. The tag based home page, and show pages are a perfect extension of their brand online.

What will being named a Young Contender mean for you and your career?

Being able to grow my role at Cog, I'm proud to have become head of design in the past six months. It's a new role in our team, so I'm building up what that means for us. I also want to grow awareness of Cog's work within the industry. I think we're well known to the arts sector, but not to the design industry, and I think the quality of our work deserves to be more well known.

What do you want your role to be in the future of the brand industry?

Continuing to work within the arts and culture sector to make sure that their branding lives up the exciting work they are doing. I also think I can be a great advocate for the power of digital tools as a great platform for their brands as I have a deep understanding of both brand design and website design and how UI and UX can extend a brand.

Who is your dream client? Why?

Sadler's Wells, as I think I work best with client's whose work I'm excited about. It is a leader for contemporary dance in London and always has a great programme. I think that while it has a well known logo, its visual identity doesn't extend well online. I think the team at Cog could work to rectify this and create an online space that reflects the work and brand. It would bring huge value to the organisation, helping it to be viewed on the international stage.



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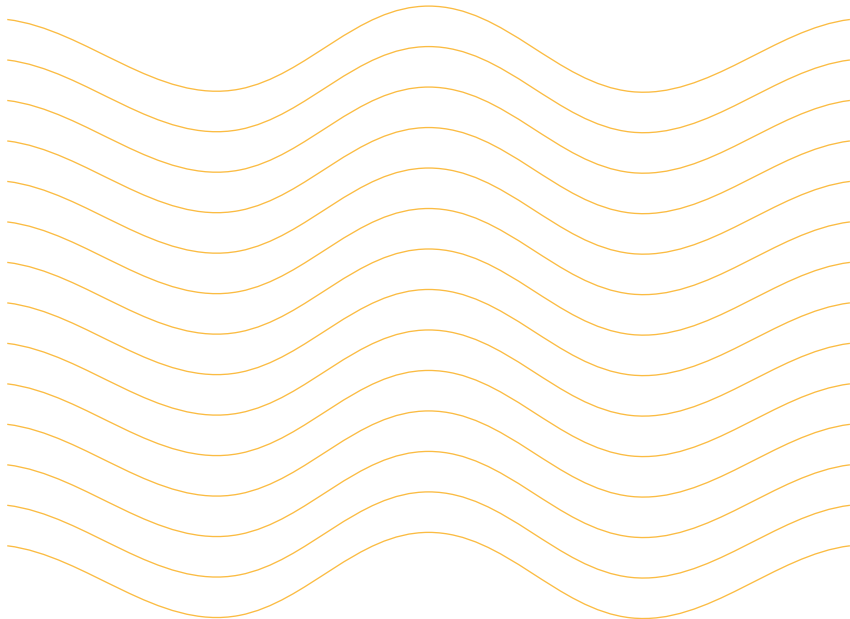
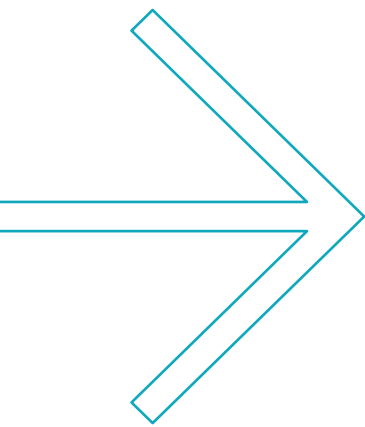
Middleweight designer  
Mr B & Friends





“Our agency has three official company values, and one unofficial one – ‘Foleyness’ – named for our own Sara Foley. I’m not making this up!”

Kate Gorringer, creative director,  
Mr B & Friends





Sara Foley knows what she wants to achieve and how to achieve it. She joined Mr B & Friends with the intention to develop the agency's design capability, position it as a major alternative to London-based agencies and support women in the creative industries. Judges called her an inspiration, with a leadership style characterised by her bravery, her commitment to design and the care she puts into her mentoring. One said, "What i love about Sara is her desire to champion a cause and take action," adding that Sara has the "traits of a great creative director." Her excellent achievements thus far have earned her a distinction among this year's Young Contenders.

What do you consider your biggest accomplishment in your career to date?

I feel like it's still quite early in my career to have a 'big accomplishment' as there is so much I want to do and achieve, but there are certainly many things that I am proud of – this nomination being one of them.

But my proudest moment in my career to date has to be the work I did on the Bristol Bears rebrand. As a rugby fan myself, when I found out that there was a brief in the studio for the Bristol Rugby rebrand I couldn't not raise my hand and ask to be a part of it. I didn't matter how small a part I played, I just wanted to be involved. Attending the games now, being surrounded by adults and children wearing the kit I'd designed, seeing the attendance numbers soar, it will always feel surreal. It's a feeling I hope I never get bored of. I will always be glad that I had the confidence to voice my interest in the project, but also thankful that I was given the opportunity to play as large a role as I did.

What will being named a Young Contender mean for you and your career?

Since graduating university, I've been lucky enough to work with people who inspire me and motivate me to be better, learn more and think bigger. Being considered as a Young Contender is very humbling. It's a position and level of validation I never thought I'd find myself receiving. I'd never been a particularly confident person until I found my passion for design and it's a career path that just seemed to instantly fit. I love what I do, and being nominated has made me even more determined to push boundaries in the work I produce. No goal is out of reach.

What do you want your role to be in the future of the brand industry?

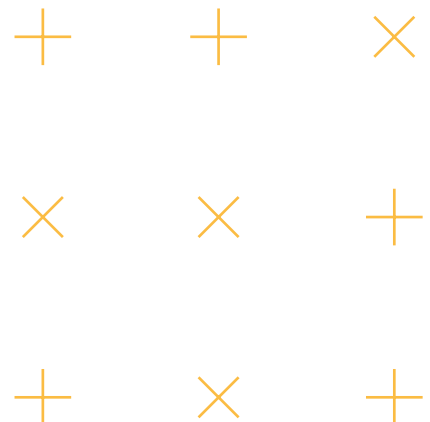
I'm sure I'm not alone when I say that I want my career to mean something. I want to be more than simply a designer. I started the Bristol chapter of Ladies, Wine & Design because I believe that there should be more women in senior leadership roles within our industry. I've had the opportunity to work with incredible female creative directors at both of the jobs I've held since leaving university. I truly believe their guidance and having a role model I can relate to has played a big part in my confidence. Knowing how much that has benefitted my career, I aspire to be that for other women. I'd love to see a widely inclusive and fairly represented industry.

What kind of impact can young designers and strategists make on the brand industry?

Young designers and strategists bring with them new perspectives, new processes and fresh enthusiasm that helps drive conversations and trends. The world does not stand still and neither does the brand industry.

Who is your dream client? Why?

I feel lucky enough to be working in a job that I've dreamed of since I was in school but I honestly don't have a dream client. Any client can be a dream client, it just comes down to the relationship that's built with them; having a client who respects your opinions and wants to challenge themselves and their brand is always going to be a dream to work on. Having said that, I have always had a personal goal to stage a big flash mob as part of a campaign and seeing the work that Studio Moross did with the Spice Girls tour looked like it would have been pretty fun to work on too!



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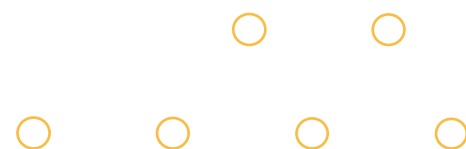
KATIE MARKS  
KATIE MARKS  
KATIE MARKS  
KATIE MARKS

Senior consultant  
Clear



“What I love about Katie most is that she is able to both challenge and inspire everyone around her at the same time, be it more junior or more senior members of the team. She is a great asset to Clear and has other qualities which aren’t that easy to learn if you are not a natural. If a client is confused, she will confidently direct and reassure them even if the challenge is new to her as well; if a project team is stuck searching for solutions, she will unleash her creativity and come up with multiple ways forward; if anyone in the team is down, she will notice and will ensure there’s music or cocktails on the table at the end of the day. I would genuinely like her to know how great she is, to ensure she can confidently spread her energy and enthusiasm at and beyond Clear.”

Skaiste Nish, director, Clear



Katie Marks exhibits true versatility, quality of work and leadership characteristics, making her an outstanding future leader. One judge said, "She's good, but doesn't know how good she is." Yet, being named Young Contender might shift that as judges called her a "rising star" with an excellent ability to lead projects, manage relationships and create standout work at Clear Strategy. "She has all the talent, behaviours and work ethic to be a future leader," one said. Katie's colleagues and clients agree, citing her passion, selflessness and problem-solving capabilities as key assets, elements that led her to gain a distinction in this year's awards.

What do you consider your biggest accomplishment in your career to date?

My degree at university was actually in product design and engineering so for me it's the times when I'm fresh from delivering an innovation workshop that I get that 'pinch me' moment, reminding myself that someday in the not too distant future I'm (hopefully!) going to be able to see or hold something that I've helped create. The day my colleagues and I attended the launch party for the newly refurbished Pizza Express on Langham Place after a year of work to develop the new brand proposition and customer experience was definitely one of those 'pinch me' moments, for sure.

What will being named a Young Contender mean for you and your career?

It was a huge surprise to find out that Clear had even submitted me for the award – I'd been on holiday and came back to hear the news after the submission had been made! Getting to read some of the lovely things that my colleagues and clients had to say about my work and working with me was really uplifting and motivating (if not a little embarrassing) so that in itself was wonderful. But being named a finalist (thank you by the way!) definitely gives me that extra layer of internal confidence and external credibility as I face into the main part of my career.

What do you want your role to be in the future of the brand industry?

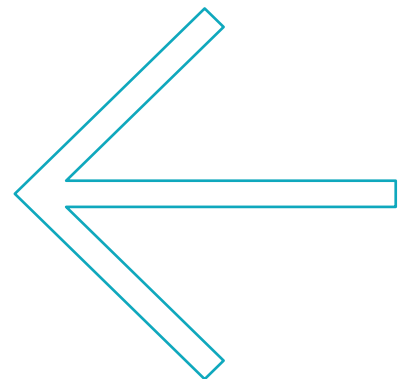
When I first moved across from market research to brand strategy a number of years ago, and I was trying to get my head around what it is that strategists do exactly, I remember someone telling me it was simply about facing into complexity and then delivering clarity. I hope as I continue to grow and develop as a marketing strategist I can keep delivering clarity. And I certainly don't imagine I'll be doing that singlehandedly either. It takes a team of people equally thirsty for clarity who are diverse in their thinking patterns to make it happen so I hope I can forever be part of a team of likeminded people as I am now!

What kind of impact can young designers and strategists make on the brand industry?

I'd like to think as a fairly young voice in the room, I'm still given a lot of license to constantly be asking 'Why?' Not like the younger annoying sister pestering you for the sake of it, but rather as a genuinely curious person trying to absorb and understand from others experience so that I can improve and be the best I can be. I think having 'why-ers' in the room can challenge even the most experienced strategist to take a step back and question whether there's a new or different way of doing things.

Who is your dream client? Why?

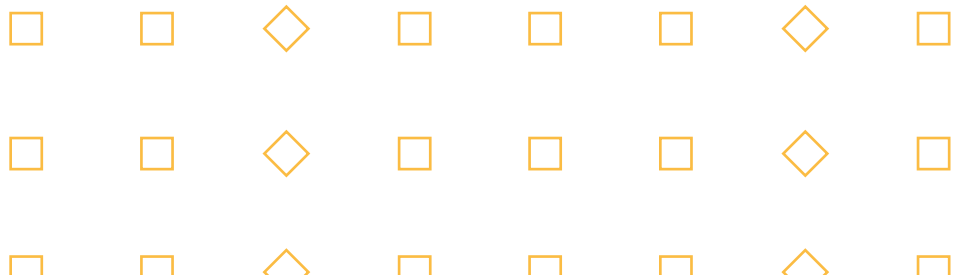
Some of the most rewarding projects I've worked on aren't for the sexy new startup or the new kid on the block shaking up an entire category, but instead are those established, been-here-forever brands who are looking at the world and the pace of change and thinking, 'How on earth am I going to keep up?' In fact, the less sexy and exciting the brand and category the better, please!



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HARRY MEAKIN  
HARRY MEAKIN  
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HARRY MEAKIN

Designer  
Clout

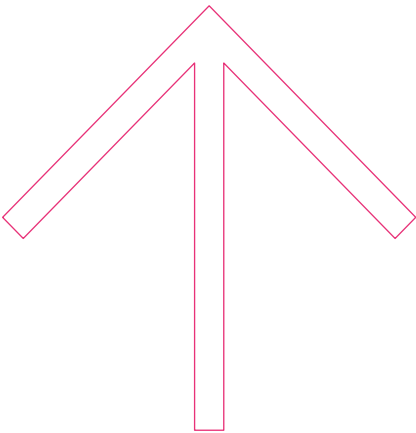






“It’s been a genuine pleasure working with Harry on our rebrand. Not only is he a very creative designer, he is very fast, pleasant and clear in his communications and one of the hardest workers I’ve come across in 30 years in communications. His calm, positive and helpful attitude has been a breath of fresh air during a very busy, and sometimes stressful, time for the charity launching our new name, brand and strategy in a crazy short period of time.”

Jules Weston, group director of marketing and communications, Platform



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Harry Meakin wowed judges from the start. Joining the small team at Clout, he has made a clear impact in a short period of time. His work has since won Transform Awards while wowning clients and colleagues alike. Judges were impressed with his energy and the quality of his work, calling him a “real talent.” They said “the work makes me smile,” and commended Harry for his ability to “make a really big impression on his employer and the people he has worked with.” Harry's creativity, motivation and skill shine through, making him a deserving recipient of a distinction among the 2020 Young Contenders.

What do you consider your biggest accomplishment in your career to date?

I think it would have to be something I took for granted which was getting my foot in the door. I know the design industry can be fierce and competitive, and a lot of young designers can be on the fringe for a long time before getting their first break. I think a lot of it is down to willingness – how much do you want it? How willing are you to push boundaries, explore the unexplored and pursue only game-changing ideas? I will remain ever grateful to Michael Smith for giving me my shot in the design game.

What will being named a Young Contender mean for you and your career?

It's an amazing feeling to have your hard work recognised, but I think for me it's reassuring to know that small studios can stand shoulder to shoulder with some of the biggest and best in the industry. I've always had the feeling at the back of my mind that the London experience was needed to form a successful career as so many great designers before me have done so. But recently, I've learned that this isn't the case; smaller teams mean better collaboration, smaller teams mean more opportunities and smaller teams I'm sure lead to better results. This award only gives me greater confidence of that.

What do you want your role to be in the future of the brand industry?

I'm not sure I'm aiming for a specific role and in some ways I think that's difficult to know; as time goes on our roles adapt to fit with an ever changing world. At the moment, I'm focused and enjoying being part of building a successful design studio that really cares about the impact we have and the people we work with.

What kind of impact can young designers and strategists make on the brand industry?

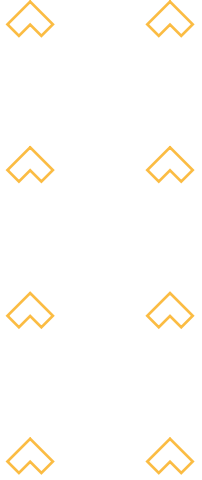
I think we're at a pivotal point in time, where young voices are really being heard, and that's not just in the design industry. You only have to look at Greta Thunberg for inspiration with that. Social media has played a big part; the ability to share opinions and connect with like-minded people all over the world has helped to highlight issues that affect us all. I think designers are now more conscious in their approach, using design and strategy as a force for good. We're looking to help create positive change and reverse the negative impacts that brands can have. It's more rewarding and enjoyable to know that you are working to improve the world, whether that's tackling social issues to reducing our global footprint.

Who is your dream client? Why?

I think from the experience I have gained so far, it's more about the people you work with rather than the organisation they are working for. It takes a client that understands the value of what we do and the impact it can have to truly create great work. I look forward to working with people who believe what they are doing has a positive effect on the world and are up for doing something really game-changing.



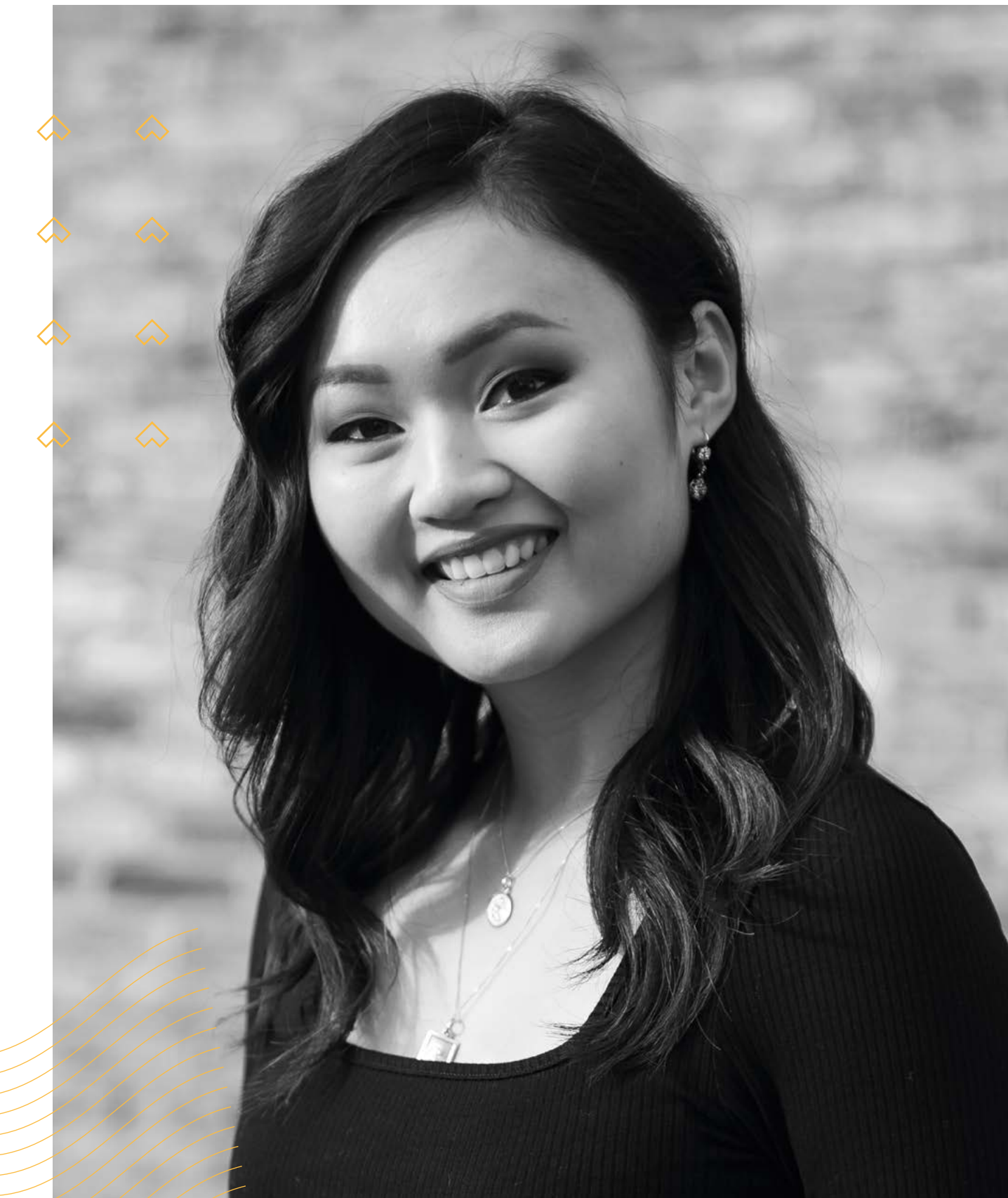
CREATIVE YOUNG CONTENDER  
OF THE YEAR



LIBBY TSOI  
LIBBY TSOI  
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LIBBY TSOI

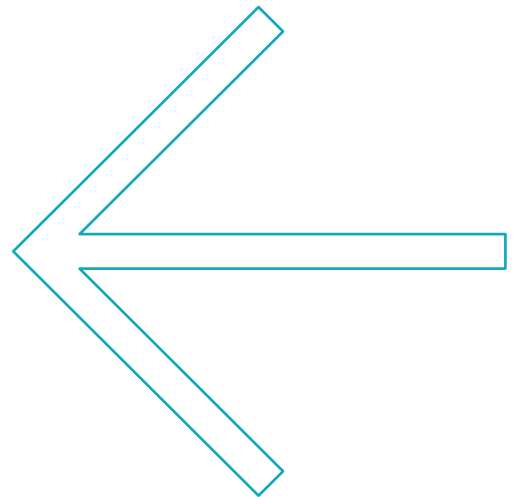
Designer  
SomeOne





“Libby is a total superstar. A pleasure to work with, always dedicated to producing work of the highest quality (often at very short notice). Her eye for design is evident in the way she delivers solutions for every scenario.”

Katherine Kelly, marketing communications manager, Simmons & Simmons



Named the 2020 'Creative Young Contender of the Year,' Libby's work has contributed to SomeOne's success and to the success of its clients in a clear and tangible way. Her ability to reinvent such organisations as the Houses of Parliament and global law firm Simmons & Simmons in an exciting and refreshing manner impressed judges. Her leadership, stakeholder management and confidence were all apparent in her work. "She comes across as fearless," one judge said. Another added, "I want to hire her!" Libby's beautifully crafted work, ease with clients and leadership qualities make her the standout winner of this year's top prize.

What do you consider your biggest accomplishment in your career to date?

Developing and guiding the identity for House of Commons was an honouring experience. The project really showed me how design solutions can be used to simplify and clarify, especially at a time when communication is so important. Being invited back to my university to chat to the first years was also a great experience; feeling like I can inspire the next generation of designers. As a side note, art-working 864 murmuration assets for Simmons & Simmons was one of the best and worst nights of my design life.

What will being named a Young Contender mean for you and your career?

Being acknowledged in this way by my colleagues, clients and the industry will inspire me to continue to fight for what I believe in, and to strive for bigger and better things within the industry. Knowing I'm amongst this group of Young Contenders will help guide me, inspire me and keep me moving forward.

What do you want your role to be in the future of the brand industry?

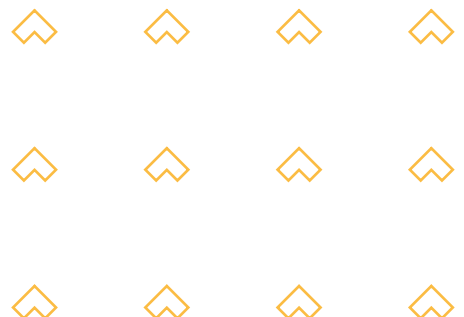
The diversity within our industry is a hot topic, and something I feel could always use a helping hand. Being someone who identifies as both female and of colour, I hope by having a voice and a platform I can present an example to others of a similar background who may be feeling fearful or intimidated by this industry. To the little girl out there who likes to make her sketchbook look super cool, this one's for you.

What kind of impact can young designers and strategists make on the brand industry?

We can make as much impact as we dare to make. That sounds super cheesy. What I mean is that we have the energy and enthusiasm that can only come with youth and less experience, so let's use this to our advantage and push the boundaries. Work hard, be respectful, take initiative, and make something happen.

Who is your dream client? Why?

My dream client would be one who wants to work together to push the envelope of any given sector. Not the most original answer, but I reckon it's true for most designers. We all want to make some 'wow' work that benefits our society in some way. But also, maybe I'd like to work with someone that lives in Mauritius. Hello, 'work trips.'











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