

Titus B Paul

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Senior Multidisciplinary Designer focused on elevating brand identities through high-impact visual storytelling. Backed by a 12+ year track record at world-class agencies and as an independent lead, I specialize in defining the visual soul of digital products and social ecosystems. By integrating AI-driven generative workflows with a unique "maker" methodology, I leverage analog tools and sustainable materials to deliver singular, purposeful design. My approach balances digital sharpness with tactile soul, ensuring every output is strategically grounded and visually unmistakable.

Work Experience

Accenture Song / Amsterdam, NL

Senior Visual Designer

JAN 2022 – FEB 2026

Bridging the gap between brand strategy and meticulous craft within the world's largest tech-powered creative group. Visual Problem Solving: Transformed complex data and insights into beautifully simple visual solutions, managing everything from initial concepts to high-fidelity prototypes. Collaborative Leadership: Partnered directly with stakeholders to justify design decisions through creative rationale, ensuring every output was strategically grounded and visually unmistakable.

BUX – Trading app / Amsterdam, NL

Graphic Design & Art Direction

FEB 2019 – JUN 2020

Focused on building a vibrant, recognizable brand for one of Europe's leading trading apps. My work spanned the entire design spectrum—from marketing and website design to video ad production and physical merchandise.

TAM-TAM, DEPT / Amsterdam, NL

Visual Designer

AUG 2013 – FEB 2016

I spent my time here as part of the pitch team, where the goal was to quickly turn new ideas into working digital concepts. I was responsible for the hands-on design of various products and visual identities, including a full brand and UI refresh for Schaatsen.nl, social campaigns for Artsen zonder Grenzen, and live event websites for Mojo. It was a fast-paced role that taught me how to find the right visual direction for a brand under tight deadlines without losing sight of the craft.

FREELANCE / Based in Amsterdam, working global

Brand & Visual Designer, Creative Direction

OCT 2010 – PRESENT

Collaborating with various design agencies on a wide range of design projects. I focus on creative direction and honest visual design, blending agency expertise with a maker-led approach.

Skills

Creative Direction

Visual & Product Design

Branding & Marketing

Art & Craft

Tools

Figma

Adobe Creative Suite

AI Image & Video Generation

AI Prompting & Workflows

Miro/FigJam

Web Builders

Interests

Typewriters

Art & Craft

Live Events

Analog Photography

Thrifting & Collecting

Skateboarding