

Titus B Paul

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Senior Multidisciplinary Designer with a 12+ year track record of codifying visual logic for world-class brands. I specialize in translating abstract creative direction into structured frameworks for generative workflows and digital ecosystems. By integrating these AI-driven processes 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

I worked at the intersection of brand strategy and high-end craft, turning complex data into clear, organized design systems. My role was about setting the "rules" for how a brand looks and acts across different platforms. I spent a lot of my time justifying design choices to stakeholders, making sure everything we built was backed by logic and didn't just look good, but actually solved a problem.

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