HELLO@GILES.ME
GILES.ME
IN/GILESPN

Fearless design, **beautifully executed.**

GILES PEYTON-NICOLL DESIGN LEADER · LONDON

// SUMMARY

Over three decades of craft, from the drawing board to platforms used by billions. Brave ideas, made real.

I started with a portfolio of art and a knock on the door. Then global brands and campaigns. Apps used by millions. A platform used by billions.

Three startups, three exits. Then design leadership at **Google**, **Twitter** and **Spotify**. Building teams from zero to many. Leading organisations of 100+.

// EXPERIENCE

2022 - NOW

Spotify

DESIGN DIRECTOR, SPOTIFY TECHNOLOGY

Hired from Twitter to help answer a big question: what if Spotify shipped its expertise? I helped shape Spotify Technology, a new portfolio and business vertical built on the systems that run Spotify every day. One umbrella brand, with a design and visual system built to grow and to power our AI-native ways of working.

2017 - 2022

Twitter

SENIOR DESIGN DIRECTOR, DEVELOPER PLATFORM · 2021 - 2022

Led design for the Developer Platform as it moved to Twitter API v2: a new developer portal, rebuilt documentation and onboarding, and clearer paths from first call to production.

HEAD OF DESIGN & RESEARCH, INTERIM · 2019

Six months leading design and research across the whole company, reporting to the CEO. Set the vision and roadmap behind its most innovative run of features in a decade.

HEAD OF DESIGN, REVENUE PRODUCTS & SERVICES · 2017 - 2021

Vision and strategy for the products behind Twitter's multi-billion dollar business: the advertiser experience, MoPub, MediaStudio, analytics, sales tools and TweetDeck. Along the way we doubled the team and cut attrition from 30% to 11%.

2014 - 2017

Google

DESIGN MANAGER, ANDROID ENTERPRISE

Joined through the Divide acquisition and helped bring work and personal separation into Android itself. Led the Android Enterprise UX team across framework, apps and consoles for IT, carriers and EMM partners. The work profile shipped in Android L through O.

2012 - 2014

Divide Acquired by Google

GLOBAL CREATIVE DIRECTOR

Lead designer and brand architect for every Divide product, across Android and iOS. Work and life, on one phone.

2011 - 2012

Lightbox Acquired by Facebook

CREATIVE DIRECTOR

Sole designer. Brand, product and interface for a social photo app that reached **2.5M+ downloads in 9 months**. PC World 100 Best Products of 2011.

1998 - 2011

Agencies and studios

Devil May Care, creative consultant and strategist, 2002 – 2011. Global campaigns for global brands.
Gyro, Creative Director, 2000 – 2002. Europe's largest B2B design agency.
Aspect, Founder and Creative Director, 1998 – 2000. Acquired by Gyro.

// OFF THE CLOCK

Taekwondo champion. Former professional powerboat racer. Startup mentor. Best role to date, Dad to two girls.