

Torren Pietzsch

Designer & Creative Producer

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Profile

I'm a designer and creative producer who takes ideas from first sketch to finished thing: brand identities, websites, launches and events. I learned design working with small businesses, where what counts is clear results rather than pretty or cool.

I've since led a brand rollout in-house, produced launch events and built websites used by thousands. I'm looking for a junior-to-mid role at a creative agency or studio.

Experience

Freelance Designer & Creative Producer

Self-employed, London · Jun 2020 – present

- Brand identity, web design and build, motion, video and events for small businesses, charities, a gallery and independent artists.
- Clients include Briki Coffee (brand refresh, and a website used by around 7,000 people in its first year), HERES magazine, Justice Through Arts and UK Mexican Art Society. Case studies at torrenptz.com.

Senior Barista

Briki Coffee, Exmouth Market · Jul 2021 – present (part-time)

- Train new staff, develop new drinks and create shop systems.
- Shape the shop's look and feel, from street boards to menu signage, and help organise events, including the café's 10-year anniversary.

PR, Brand & Events Manager

Proactive Recruitment, London · Nov 2018 – Jun 2020, then website retainer to 2021

- Joined to run a three-month customer service training programme for client Thames Clippers, building an Excel scheduling system that saved hundreds of hours. Then hired in-house to lead the rebrand rollout.
- Designed, built and project-managed the company's Webflow website, shaped by UX workshops with staff.
- Produced a relaunch party at the House of St Barnabas, Soho, for around 100 clients and press, plus a year of industry events.
- After the business paused for Covid, managed the website on retainer until the company's sale in 2021.

Bar Manager, Cocktails & Events

Pearl & Feather, Islington · Sep 2017 – Jan 2019

- Managed the bar team and ran events, from cocktail and games nights to wedding receptions for 100+ guests.
- Alongside this, freelanced for small businesses (websites, social, Google listings, collateral) and ran a series of independent art nights.

Dec 2016 – Jul 2017: travelled in East Asia.

Technical Recruitment Consultant

RP International, London · Oct 2015 – Nov 2016

- Closed nine deals worth around £500k with clients including Daimler, Huawei and Lebara, managing the full sales cycle from lead generation to contract.

Project & Venue Support (seasonal)

London Borough of Camden · 2007 – Jul 2015

- Planned and ran short courses and events for hundreds of young people a year in the council's Summer University and after-school programmes.
- Worked with partner venues including the British Museum, the Wellcome Collection and the British Library, and led promotion and programme design.

Earlier: Volunteer Festival Coordinator, CCNU, Wuhan (2012 – 2013), including a 20-person dance broadcast on local TV · English Language Assistant, Dali Nationalities High School, Yunnan (2010) · Marketing & Events Intern, Gazelle Media (2010) · Volunteer fundraiser for the Red Cross, Cancer Research UK and Hope for Children (2009)

Own projects & collaborations

- **Painted Names (2026):** founder of a letter-art print shop. Concept, brand, business model and build; launching before Christmas 2026.
- **QUAD:** self-initiated brand identity for a new sport.
- **From Soil To Stone:** helped my sister Christiana shape, plan and produce this community arts festival in Euston, and painted its Spookopolis Strikes Back mural.
- **Chasing Dragons:** a literary memoir in progress.

Skills & tools

- **Design:** brand identity and systems, logo design, web design, signage and print collateral, illustration and painting
- **Production:** project management, event production, suppliers and venues, staff workshops, client management
- **Tools:** Adobe Creative Suite, Webflow, HTML and JavaScript, Excel, Adobe Firefly and other generative AI tools
- **Languages:** English (native), Mandarin Chinese (early intermediate)

Education

- **BA International Relations with Chinese Language (2:1),** University of Portsmouth, 2010 – 2014, including a year at CCNU, Wuhan
- **Explore Enterprise business course,** The Prince's Trust, London, 2018 – 2019
- **A Levels,** LaSwap Sixth Form, 2007 – 2009: Graphic Design (B), English Literature (B), Drama & Theatre (C)

Outside work

I paint in a hyper-surreal, colourful style, and trained in long-form improv at Hoopla Impro from Level 1 to Level 4 (2020 – 2024). I also make animation and funny videos, swim, and run along the canal.

References available on request.