

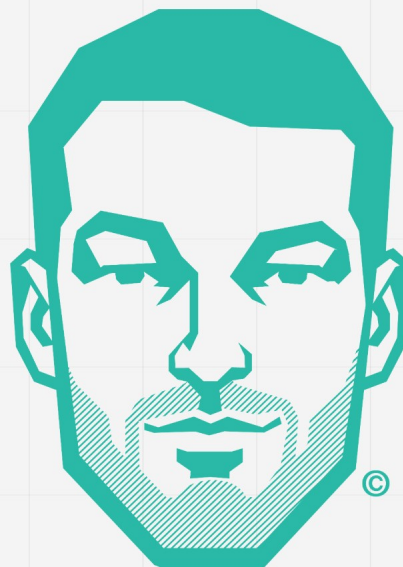


JACK WHITESIDE

ART DIRECTOR

Brand campaigns, retail design and creative strategy, from the big idea to the shelf.

J-DESIGN-STUDIO · PHNOM PENH, CAMBODIA



Manchester-born creative based in Phnom Penh, with over 10 years' experience shaping brands across strategy, identity and execution. My background is rooted in FMCG, from Equator Design to my current role at Kingdom Drinks, where I lead creative direction across brand and campaign work. I'm most interested in the space where strategy and creativity meet, finding the right idea, giving it a distinctive identity and turning it into work that people remember. My street art practice, alongside travel and culture, continues to shape how I see brands and keeps the work from becoming predictable.

AT A GLANCE

10+

YEARS IN
THE INDUSTRY

8

SECTORS, FMCG
TO HOSPITALITY

4

STUDIOS & AGENCIES,
UK TO CAMBODIA

2

DISCIPLINES, DESIGN
DESK & STREET ART

SECTION 02 - EXPERIENCE

2025 - PRESENT

KINGDOM DRINKS

ART DIRECTOR

- Art Director for S-Liquor, Kingdom Drinks and Liquid Assets, the group company.
- Works alongside the marketing team on brand, campaign and design output across the portfolio.

2021 - 2025

J-DESIGN-STUDIO

FREELANCE DESIGNER & MURAL ARTIST

- Design practice and collaborations spanning branding, packaging, illustration and mural work.
- Murals and street art painting for commercial venues across south east asia.