

# Platinum Seed expands its creative design team with new appointment

Ally Behr has been appointed as the new design director for digital consultancy agency, Platinum Seed. Behr will be involved in the conceptualisation processes and execution of digital touch points for clients serviced by the design team.

Behr previously served as an art director at Ogilvy & Mather, and as senior creative and user experience design at Gloo.

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