

Independent Designer & Art Director

Lyle & Scott

Senior Creative

Freelance

August 2023 - Present

Boden

Senior Graphic Designer

Freelance

September 2022 - July 2023

Branding, Art Direction

Various Clients

Senior Creative

Freelance

July 2022 - Present

M&S

Design & Art Direction

Freelance

March - June 2022

DAME

Creative Lead (promotion)

Senior Graphic Designer

Full Time

September 2020 - February 2022

Freelance Graphic Designer

Select Clients

Harrods

Whistles

Anthropologie

MISSOMA

Monica Vinader

+ more

September 2017 - September 2020

Gibbons Whistler (Canada)

Mid-Weight Graphic Designer

Full Time

February - August 2017

Anthropologie

Graphic Designer

Full Time

July 2015 - July 2016

OKA

Digital Designer (promotion)

Digital Design Assistant

Full Time

November 2013 - July 2015

De-Facto Design

Junior Studio Assistant

Full Time

September 2012 - November 2013

A highly creative, passionate and organised designer and director.

Having worked across both digital and print for a broad spectrum of businesses my experience has become varied but particularly relevant in the area of fashion and digital.

Recently I have worked for Boden, M&S and Lyle & Scott where I have developed concepts for campaigns and taken lead on the roll out of marketing assets, often including work on animation as well as layout and typography design.

In-between freelance contracts with larger fashion businesses I take on branding, art direction and web design projects for smaller companies. The variation of work has ensured that my design style and concept creation remains both fresh and relevant. I enjoy keeping up with and understanding trends in design and the cultural relevance of what makes a good visual.

In previous full-time role at DAME, as Creative Lead, I enhanced the brand's image whilst also working on shoots and developing striking campaigns. I hired and worked closely with photographers, influencers and developers to create engaging content for the brand.

Reference

Megan Heint

Director of Content & Creative,

John Lewis

I've worked with Megan

at Anthropologie,

Monica Vinader and Boden.

Skills

Photoshop, InDesign, Illustrator, After Effects, Figma. Experience in managing other designers and both hiring and working with external photographers, models, retouchers and influencers.

Education

2:1 - BA (hons) Fashion Design
Nottingham Trent University
2009 - 2012

A Level

Media Studies - A

Fashion and Textiles - A

Fine Art - B