bringing the vision to life

DESIGN FROM CONCEPT TO COMPLETION

LIGHT: connecting information
CORNEA: finding the focus
LENSE: refining the vision
RETINA: bringing the vision to life

DESIGNER & CREATIVE LEAD *with* BACKGROUND IN ART HISTORY, DESIGN EDUCATION & COMMUNICATIONS

A strong instinct for design with depth, that is guided by its function and a desire to evoke emotion. I ensure every brief is grounded in strong foundations for longevity and elevate it with imagination to bring the vision to life.

Key Experience

SENIOR GRAPHIC DESIGNER | BRAND + CREATIVE LEADERSHIP
JRL Group Ltd UK April 2019-Present

- established, led and designed the brand identity of a leading, construction group, spanning ***13+ in-house*** businesses. Example: helped drive sales of London Tower Cranes by designing its website, brochure and other marketing assets
- applied the brand across external communications, events, marketing, bids, and major site hoarding and signage ***(15+ live construction sites at one time)***, creating consistency across every touchpoint
- developed a company brand asset library, including guidelines, templates, photography and video libraries, company literature and communication tools to ensure consistent brand expression
- commissioning drone videos, and photographers to record major construction project completed landmarks and often video editing, photo touching. Applying motion graphics, video editing, photo touching
- designed high-value work-winning editorial investment collateral, developing the meaning, narrative and visual proposition behind major development opportunities
- working in the same space as an in-house specialist large format print company, i see design through to print production
- working closely with directors, agencies, photographers, specialist print teams, local authorities and national authorities

Graphic Designer
Roche UK Aug 2017-Mar 2019

- led the design of an employer branding campaign, across print, outdoor rail and bus advertising, events and digital media
- responsible for daily motion-graphics content for new nine-screen atrium video wall and supporting campaign materials
- worked closely with medical professionals to design event materials for international events like The World Federation of Haemophilia Glasgow 2018 and Cancer Capacity Challenge London 2018

Operations Administrator/Coordinator
Cambridge English Language Assessment Aug 2013-Aug 2016

- managed communications and deadlines across large network of pre-testing examiners
- recruiting and supervising 20 temporary staff at a time
- coordinated the BMAT examination paper production, admissions, printing and despatch, to ensure successful delivery, exam sitting and marking
- travelled to Leiden University to oversee the on-site delivery of the TSA

Teacher of Art, Design & History
Astley Cooper School Jan 2009-July 2013

- designed and delivered visual learning programmes and resources
- responsible for teaching and assessing 120 students daily
- iincreased student attainment by 80%; repeatedly rated Outstanding 2013; Outstanding, 2011; Outstanding, 2010; Outstanding

Arts, Heritage, Charity & Voluntary

Jan 2010-Jan 2011: English Heritage & National Trust Visitor Assistant
April-May 2007: Princes Trust Mentor to under-achievers/ex offenders
Oct-Dec 2006: Courtyard Theatre London Marketing Assistant to MD
May-July 2004: Christie's Auction House Client Services Internship

Qualifications

Strohacker Graphic Design School
Jan-Mar 2017 Industry briefs set by renowned designers
Postgrad Cert Design Education Leadership
2010-2011 Cambridge University
Postgrad Cert Art & Design Education: ABB
2007-2008 London University
B.A (Hons) History of Art & Design: 2:1
2002-2005 Manchester University
B-Tec Diploma Art & Design: MERIT
2000-2001 University of Hertfordshire

Professional Development

2017 HTML Introduction
2016 Project Management
2016 Leadership-Introduction

Software Skills

Photoshop
Illustrator
InDesign
After Effects

Other achievements

2016 Lead Rock Climbing course
2015 3 x Sportif cycle rides
2014 3 x 80 mile charity cycle rides
2014 6 week dance course

References

Hannah's creative flair, commitment, attention to detail and ability to join the dots and think outside the box is completely outstanding. She is passionate about delivering excellence and is definitely a master of her profession
Tracey Anderson | Global Talent Manager
Roche UK 2019

Hannah would be a creative asset to any company
Bill Strohacker | Course Leader
Strohacker Design School 2017

Hannah is positive, curious and driven to learn more
Anna-Huguet | Manager
Cambridge International Examinations 2016

Hannah is always an exceptional example of professionalism and made the team a team
Caroline Holmes | Head of Department
Astley Cooper School 2013