



Design • Art Direction • Production

Contact

Mobile: 07884 070090

Email: jo@joannarisley.com

Web: www.joannarisley.com

<http://uk.linkedin.com/in/joannarisleyfreelance>

Personal

Date of Birth: 8th December 1973

Marital Status: Married

Education

Further Education 1992 – 1995

Coventry University, BA(Hons) Degree
Graphic/Information Design

Higher Education 1990 – 1992

North Lindsey College – Scunthorpe
BTEC National Diploma Art & Design
A Level Art

References

Available on request

FREELANCE DESIGNER/ART DIRECTOR 11/11 – Present.

Art Direction, creative design and artwork at various agencies including: Black and White Thinking (part of the Smith & Milton group), VCCPME, Omobono, AIA, MCS Creative, Blackbridge and inhouse at Shell.

CREATIVE HEAD, Catalyst (now B&W Thinking) Covent Garden, London, 04/04 – 11/11

Hands on production and direction of creative work, from blue chip financial services, through to the retail and health sectors, including: fully integrated campaigns, direct mail, complete retail branding, corporate brochures, reports and events.

Responsibilities and achievements include:

- Integral part of improving the creative output of the company, growing the creative team and in turn the company.
- Directing and mentoring the team of designers and copywriters.
- Hands on design, art direction and copywriting headlines from concept to completion.
- Delivering pitch work with a high success rate.
- Overseeing accuracy and production of all work at print stage.
- Day to day management of studio, no missed deadlines in 7 years.
- Set-up and maintenance of studio systems and processes, to increase efficiency and enable growth.

DESIGNER/CREATIVE ARTWORKER, Ping (now Tangible), Farringdon, London, 11/02 – 04/04

- Working in a team of designers and art directors in this small to mid sized agency, producing DM and Ads for mainly the financial services sector.
- Ownership of the more corporate work such as customer magazines and brochures.

DESIGNER/CREATIVE ARTWORKER

Perspectives Red Cell Ltd (WPP Group), 12/99 – 11/02

- Design, typography and artwork, working closely with retouchers, and art directors.
- Producing above and below the line campaigns.
- Standing in for the studio manager when needed and mentoring junior designers.

GRAPHIC DESIGNER, PSL, Birmingham, 08/98 – 11/99

- Designer in an established advertising and PR B2B agency.

INHOUSE GRAPHIC DESIGNER, CH Jones Birmingham – 03/97 – 08/98

INHOUSE GRAPHIC DESIGNER,

Specialist Computer Holdings Ltd Birmingham 11/95 – 03/97

Client Portfolio

- Alliance & Leicester
- Anytime fitness
- Amex
- Avis
- Barclays
- Burger King
- Cadburys
- Carlsberg
- CBI
- DFS
- Ed's Diner
- First Choice
- Hewlett Packard
- HMS Host
- Investec
- IBM
- JPMorgan
- Kodak
- LearnDirect
- Legal & General
- Microsoft
- Nationwide
- Orange
- Priors
- Renault
- Shell
- Sky • SSP
- Tetleys
- Threshers
- Westmill
- Zurich