

SHARP pencil DESIGN

JOANNA OGILVIE
Curriculum Vitae

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Academic History and Qualifications

Sept 1995 – June 1998
Kingston University, Surrey.
BA (Hons) Graphic Design

Sept 1994 – June 1995
Central St Martins School of Art,
Farringdon, London.
Foundation Studies

Sept 1987 – July 1994
Fortismere Comprehensive School,
Muswell Hill, London.

A-LEVEL: Art A, History C, Biology E.

GCSE: Art A, Design & Realisation A,
English Literature A, English Language A,
Mathematics A, Science A/A, History B,
French C.

Computer Skills

I am completely competent in
InDesign, Photoshop, Illustrator
and Quark.

I have strong layout skills and a
great eye for detail. I am confident
when artworking and sending
work to print.



Employment History

June 2007 – present

Owner at Sharp Pencil Design

Since founding Sharp Pencil Design in 2007, I have been able to work with a vast array of clients and agencies on branding, print and web design projects. Most recently I have designed point-of-sale items for Colgate, brochures for a global technology company, advertising for the high end jeweller Theo Fennell, branding for a new secondary school and skincare product packaging for Avon.

Print Branding, brand guidelines, business stationery, flyers, brochures, folders, point-of-sale, banners, newspaper and magazine advertising, signage, vehicle livery and packaging.

Online Design treatments for websites; graphics for social media.

Other Creating original illustrations and photography; client-facing, account handling; sourcing illustrations and photography; commissioning illustrators, photographers, copywriters, web developers and printers.

Jan 2004 – June 2007

Senior Designer at Harrods Creative Knightsbridge, London.

At Harrods my design work covered all aspects of the business from shop floor departments such as Beauty and the Food Halls to Harrods Card marketing and internal staff communications. My work included luxury brochures, local and national newspaper advertising campaigns, point-of-sale, marketing material, press releases, brand guidelines and window treatments.

Aug 1998 – Nov 2003

Middleweight Designer at Reef Communications Ltd Chobham, Surrey.
Clients Armitage Shanks, Ducal Furniture, Charles Tyrwhitt Shirts, The White Company, Hector Finch Lighting and One Red Sky,

Freelance Designer at Conker Design Fulham, London.
Clients Vinopolis, Metzendorff, Falkland Islands and Faucet Inns.

Middleweight Designer at Aricot Vert Visual Communications Fleet, Hampshire.
Clients Compass and Eurest; The Putney Exchange and Hart Shopping Centres; Wimpey Homes and Osprey Quay.

Junior Designer at Interbrand Newell & Sorrell Chalk Farm, London.
Clients Waterstone's Booksellers, Shakespeare's Globe, Barrington Stoke, Children's Music Workshop and Forum for the Future. In addition, I was part of the team working for international clients such as Invensys, Air Products and Palgrave.

Areas covered at the agencies above:

Print Brochures, marketing material, direct mail, mail order catalogues, point-of-sale, exhibition graphics, signage, menus, vehicle livery and advertising material.

Online Design treatments for websites; collaborating with web developers.
Other Creating original illustrations; coordinating and art directing photo shoots, collaborating closely with photographers, stylists and clients.