

JOANNE GADSDEN

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EMPLOYMENT

June 2019 - Present

Freelance Graphic Designer

Over the last year I have worked from home as a freelance designer working directly with clients on projects such as logo designs, brochures, email footers, school vision infographics, digital display ads, posters, re-branding and full marketing campaigns.

- A high level of creativity and problem solving
- Strong people management and leadership skills
- Strategy and vision for user experience and design projects across the full range of platforms
- Excellent knowledge in Adobe CS suite for both Print and Digital design

February 2019 - June 2019

Creative Head / Studio Manager

Brandnew Future Limited, Newcastle

- Providing creative ideas and producing professional design to finished artwork for print
- Understanding of the creative directors and clients' vision
- Managing a small team of 4 and delegating projects
- Exceptional planning and organisational skills
- Working to tight deadlines and juggling multiple projects
- Presenting a new project management system to improve workflow

April 2013 – September 2013

Freelance Graphic Designer

Start Fitness, Northumberland

In-house freelance designer for a national sportswear store and online company. Creating campaigns from concept through to completion. Liaising with external printers to for the best possible price and quality for all printed artwork. Discuss, design and develop new ideas to promote and evolve the brand in both Digital and print.

Duties:

- Create concept and logo designs for new cycling clothing range with CAD's
- In-store POS design and window display visuals
- Packaging design
- Manage and coordinate all printed artwork
- Re-design stationery and email footers in HTML
- Create web banners and printed flyers to promote the brand
- Develop and train Junior Designers
- Photograph and re-touch products in Photoshop
- Build and design fresh, modern and eye-catching branded HTML emails
- Work with a range of media, including photography, to create final artwork
- Manage and design company websites

September 2013– December 2018

Graphic Design Manager

Curtis Gabriel, Gosforth

Head of design at a creative agency based in Newcastle. Managing a small team, responsible for directing and delivering creative campaigns across all print and digital services. Creating fully integrated digital marketing solutions for clients, including social media marketing and advertising, SEO, email marketing campaigns, web design and creative development.

Skills:

- Strong understanding of User Experience
- Ability to manage multiple projects
- The ability to articulate your work, internally and to clients
- Innovative desire to create something new and different

Duties:

- Lead the strategic direction of the design team
- Manage and coordinate all digital and print work
- Research, design and build user-friendly websites
- Pitch for and win new business
- Ensure all campaigns meet the clients needs and are delivered within deadlines
- Develop and manage client relationships
- Designing and delivering user focused branding
- Ensure all projects are delivered to brand guidelines

Skills:

- Knowledge of digital design trends
- Attention to detail
- Excellent knowledge in HTML/CSS and SEO for responsive digital design

March 2013 – April 2013

Freelance Graphic Designer

The Times Newspaper, London

Working alongside the editorial design department creating page layouts and front pages for the daily supplement T2 and Weekend supplements. Liaising with the Art Director and Saturday Editor to create top class spreads. Selecting eye-catching images and managing style guides while working to tight daily deadlines.

February 2007 – March 2013

Graphic Designer

Technology Services Group, Newcastle upon Tyne

Solo In-house designer within the marketing team for a national IT company. Creating graphic design solutions from concept through to completion for targeted customers. Responsible for developing and creating both digital and print design for a wide range of print and online campaigns, publications and advertising within the corporate brand guidelines.

Duties:

- Manage, produce and design both internal and external materials from brief to fulfilment
- Design & create marketing & e-marketing materials on a range of projects
- Present finalised ideas & concepts to internal and external clients
- Create original artwork for short and long term projects.
- Produce exhibition and event collateral for local and national events
- Design advertisements, brochures, handouts, flyers and online graphics
- Liaise closely and manage contracts with external printers to ensure the highest standards of quality and value are maintained
- Producing graphic content for site re-skins, page layouts, HTML email designs, site graphics & static & Flash banners
- Creating and building websites through HTML and CSS

Skills:

- Innovative, highly creative, good at thinking 'out of the box'.
- Experience with brochure and magazine design as well as online creative
- Willingness and ability to work independently and as part of a team
- Able to work under pressure, meet deadlines and multitask
- Awareness of trends and developments within the industry
- A good knowledge of HTML and CSS
- Highly organised and able to prioritise own work schedule.
- Able to work within brand and design guidelines
- Mac designer with skills in Microsoft office programs
- Excellent graphical skills, creative flair and good colour sense

August 2006 – January 2007

The Journal Newspaper, Newcastle upon Tyne

Sports page designer for local daily newspaper. Working to daily deadlines, managing workloads to ensure all work is delivered on time and to the current style guidelines. Working closely with colleagues and editor on re-design of The Homemaker and newspaper supplements.

August 2003 – July 2006

The Times Newspaper, London

Working within the Marketing department creating advertorial campaigns and Official Rugby World cup album with national TV advertisement coverage. Working to daily and weekly deadlines. Design layout for the daily and weekend supplements within the editorial department. Art Directing Books supplement and major re-design of The Times alongside Neville Brody and Deputy Editor. Providing briefs and Art directing photographers at photoshoots.

December 2002 – August 2003

Charles Hollywood Advertising, Darlington

Creating brochures and advertisements; Newspaper inserts. Company campaigns and Direct mail for clients.

July 2000 - November 2002

Cameron Publishing, Newcastle upon Tyne

Advertisement design for regional business directories; design of Company leaflets and newsletters; some web design and general Knowledge of print process.

Newcastle College

1999-2000

HND Newspaper & Magazine Design

Covering typography and Infographics; specialising in layout design.

1997-1999

HND Graphic Design

Covering design of Corporate Identity and Packaging; Typography, Web design and layouts.

1995-1997

Advanced GNVQ Art & Design

Equivalent to 2 A-levels with an additional A-Level in Graphic design. Covering fashion, textiles, graphic design, photography and screen printing

Ponteland County High School

1992-1995

8 GCSE's

- Adobe Creative Suite
- Mac OSX
- Adobe XD
- Pre Press Setup
- HTML
- Wordpress
- Microsoft Office
- SharePoint
- SEO
- Print Design
- Digital Design