Jennifer Holmes

Portfolio

Intro

I'm currently working as a **senior graphic designer** at ADAM Architecture, in Winchester. I assist the architecture and urban design teams by creating **illustrations** and **digital paintings** for **historic renovations, new construction, and urban planning projects**, as well as a broad range of **presentation documents** and **print media**. I also work with the PR & Marketing manager in all **advertising and event graphic design**.

I also assist with architectural projects. Using **Archicad and SketchUp**, I'm gaining valuable experience in interior architectural work. I've produced interior elevations and **detail drawings** for lighting, sanitaryware, and furniture layouts based on FF&E specifications from interior designers. I've also produced **3D visuals** using **SketchUp, Enscape and VRay, and Blender.**

Prior to this, I was **Creative Head** for a technology company where I reported to a senior brand management team. I **managed a small design team**, along with our projects, in a fast-paced environment. My responsibilities included **campaign development, creative oversight of projects**, managing and helping to **evolve brand guidelines**, regularly creating new creative material, **supporting social, digital, and regional marketing teams** to execute their marketing strategies, and **overseeing my fellow designers** in their work flow and task management.

I have worked as both an **in-house designer and freelancer** and have sought to continually improve my skills. In my ideal role, I envision working for an employer who appreciates my creativity and experience as a senior graphic designer but also recognises I have more to offer and is willing to let me continue my growth into becoming an **interior designer**. I am a skilled and keen designer, and believe that my abilities in both of these areas can greatly contribute to a growing team.

Whether I'm using pixels or paint, I enjoy working across a variety of creative disciplines

Software

OS: Microsoft Windows/Apple Mac
Typing: Fully fluent

Adobe InDesign	◆◆◆◆◆	Adobe Bridge	◆◆◆◆◆	Graphisoft Archicad	◆◆◆◆◇◇
Adobe Photoshop	◆◆◆◆◆	Adobe Premier Rush	◆◆◆◆◇◇	Sketch-Up	◆◆◆◆◆◇
Adobe Illustrator	◆◆◆◆◆	Adobe Premier Pro	◆◆◆◆◇◇	Enscape	◆◆◆◆◆◇
Adobe Acrobat	◆◆◆◆◆	Adobe After Effects	◆◆◆◆◇◇	VRay	◆◆◆◆◆◇

Blender	◆◆◆◆◇◇
Estimac	◆◆◆◇◇◇

Creative

Recent Experience

April 2019 - Present

Senior Graphic Designer

ADAM Architecture, Winchester, UK

INTERIOR DESIGN DUTIES:

- **Drawing/preparing elevations** in both 2D and 3D projects, in Archicad.
- **2D and 3D drawing (Archicad)** of interior architectural, lighting, electrical, ventilation details.
- **Technical drawing detail from Interior Designer's FF&E** into a project as it evolves (including bathrooms, lighting, furniture layouts etc.). Liaising directly with Interior Designer.
- **Collating and inserting drawings/details from external parties** into Archicad projects, such as electrical, ventilation and security detail.
- **Recreating impressionistic repeats of historic wallpapers** in Photoshop found in Listed homes from fragment scrapings to aide the client's design choices.
- Interior **mood board** creation.
- **Produced 3D visuals** using **SketchUp, Enscape,** and **VRay** for internal office works.

GRAPHIC DESIGN DUTIES:

- **Digital colouring of elevations, site plans, and aerial views** for projects across the housing and urban design teams.
- Helping to evolve and **improve in-house design practices** of documents as well as evolving creative approach to visuals like elevations/aerial views.
- **Introducing vector illustrations** to reports.
- **Preparing lengthily documents (100+ pages)** for urban design projects with **attention to detail** and ongoing changes over months/years.
- **Managing a complex workload** in support of various teams simultaneously across the practice, including marketing, private housing, urban design and administrative teams.
- **Managing weekly communication updates** to the whole business to better coordinate resourcing.
- Preparing **all print and digital media for marketing**, including: print ads (Country Life, House & Garden etc.), social media assets, published books and reports, brochures, large format event graphics, award entries, and presentations.
- Minor **video editing** for presentations and lectures.

June 2015 - Mar 2019

Creative Head & Senior Graphic Designer

Bullitt-Group, Reading, UK

- Working across all aspects of **creative campaign development** and delivery management to partners.
- **Creative oversight of projects,** and **supporting fellow designers** in their work flow.
- Regularly **generating new and exciting creative**, that is consistently on brand.
- **Generating print material** for the central and channel teams. Assets included: packaging, flyers, brochures, posters, bespoke event graphics, presentations, promotional give-a-ways, e-mail, banner ad campaigns, and wearable items (badges, lanyards, clothing etc.).
- Creating **digital creative for the in-house social and digital teams.** Assets included: web-page design (mobile/tablet/desktop), user-flow diagrams, e-mail design, web banners, social banners, Google Display Network banners, GIF animations and minor video editing.
- **Managing creative material translations** into 25+ languages. Liaising between translation agencies and native speakers in-market to ensure creative materials is relevant and made to the highest standards.
- **Extensive point-of-sale, event and large format print design** and preparation, inclusive of SketchUp models.
- Being a **constant brand guardian** by advising external partners on how to bring their creative in-line whilst managing creative asset approvals and uploads, **liaising directly with brand owners** in USA.
- Complete **creative asset management for the business**, ensuring they're readily available online with **weekly communication updates** to all relevant parties. Creating, maintaining and organising all company creative filing with meticulous attention to detail.
- Managing and helping to evolve Cat® and Land Rover® brand guidelines whilst **improving on best practice and standards (as a licensee).**
- Helping to evolve the company brand identity and assets (stationery, new website, in-office LED signage, brand guidelines and messaging, and promotional items).
- Occasionally assisting and managing local and remote **photo shoots**.

More work experience can be found on my LinkedIn page

What others have said...

"I had the pleasure of working with Jenn for three years at Bullitt Group, where Jenn lead the design team. Jenn is a very talented creative, and through her, she and her team provided invaluable support to my fairly remote markets in South Africa and the Middle East, where we often had unique requirements. Jenn was wonderful to work with - always helpful and calm, despite a very demanding work load - and a real expert with regards to the brands that we worked with. She provided world-class assets for us. As an aside, in her personal capacity, Jenn is a very talented artist! Jenn would be a great asset to any marketing or creative team."
- Kirsten Veenstra, Channel Marketing Manager, Bullitt-Group (2019)

"During her time at Bullitt, Jennifer has completely revolutionised our design offering by restructuring the creative team and implementing new design processes throughout the organisation."
- Natalie Turner, Content & Social Media Manager, Bullitt-Group (2017)

All supporting certificates & references are available on request.
jenniholmes@outlook.com
M: +44 7397 862 349

"Jenn is a talented creative. She led the design team at Bullitt and delivered some really innovative and cut through design work for web, digital, marketing, print, event space and increasingly video. She has been the guardian of the Bullitt brand and its partner brands, bringing them to life with great attention to detail. It has been a pleasure to work with Jenn"
**- Linda Summers, Chief Marketing Officer, Bullitt-Group (2019)**

"I have found that Jennifer is so reliable and capable that any task asked of her was always completed with the most impeccable standards and design quality."
- Karl Klopfer, Marketing Manager, BT Games (2014)

Design

Digital Rendering

These are examples of digitally coloured aerial views, perspective drawings and plans for various design schemes. These drawings are provided as black and white line drawings and I'm tasked with fully colouring and contextualising the design and character of the project. Examples of colouring only, drawings completed by others at ADAM Architecture. Drawings and designs remain the property of ADAM Architecture.
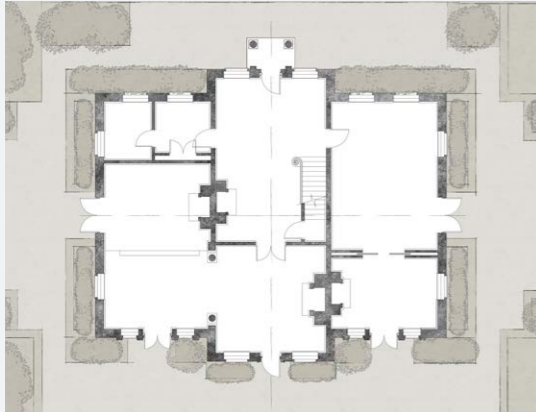
Digital Rendering

These are digitally rendered perspective views and elevations showing varying levels of contextual greenery. The level of realism is determined by how prescriptive the image needs to be for the client and project stage. These drawings are provided as black and white line drawings and I'm tasked with fully colouring and contextualising the design and character of the property. Drawings completed by others at ADAM Architecture. Design property of ADAM Architecture.

Illustration

I thoroughly enjoy being able to create engaging illustrations from concept to completion, for any subject. Vector graphics such as these have the benefit of being scalable to any size without loss of detail or any pixelation.

This series was drawn for a research paper released in 2023, by ADAM Architecture

TOMORROW'S HOMES

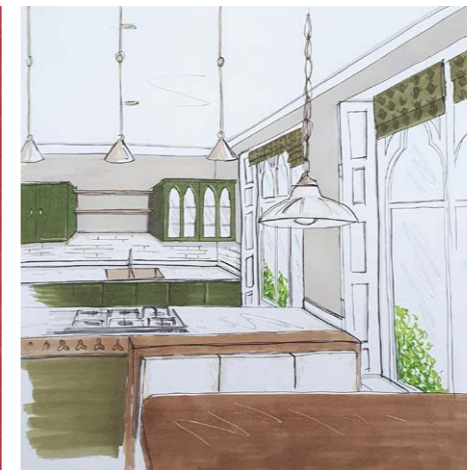Pandemic-era social trends and their impact on the built environment

3D Design

To the right is a practice project in which I designed a study nook with storage to better utilise the void beneath my staircase. This was done entirely in SketchUp and finished using Twinmotion.
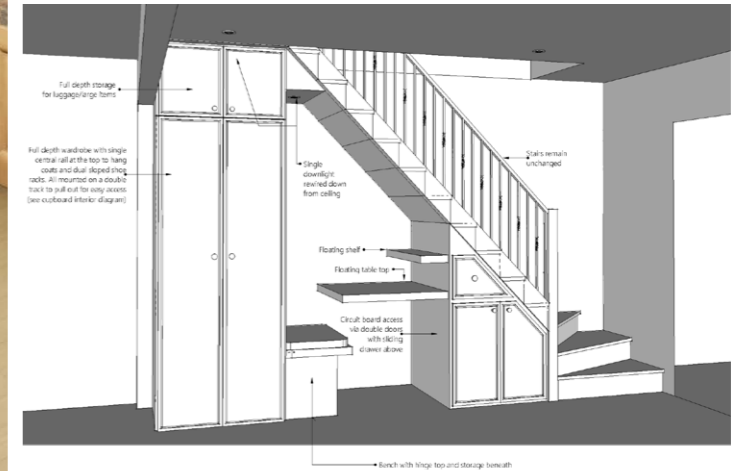
Interior Sketching

These are preliminary hand sketches I prepared for a university assignment to show schemes I had designed for various rooms.

3D Design

To the right are proposal for the creation of a staff room with a variety of seating solutions. I drew this room to scale in SketchUp, it includes a functional kitchen and seating for meetings when not in use as a break room. These 3D views were prepared using Enscape.

Below is an example of drawings and photos of the completed works which I helped prepare for a private house remodelling project.

Option 1

Option 2

Option 3

Option 4

Option 1

Option 2

Option 3

Option 4

Print

Print media is my strongest and most utilised skill. From simple flyers and trifolds to a year book that's over 140 pages long, I pride myself on being able to design efficiently and can see which format and layout will work best for the content at hand.

I prioritise readability and always aim to create artwork that avoids clutter and includes interesting visual leads like infographics. When it comes to conveying complex information, I pride myself on the ability to produce crisp illustrations and technical drawings, diagrams, and legible tables, all while maintaining and reinforcing brand identity.

Iconography

Icon design poses an interested challenge in that their visual language needs to be consistent and tightly arranged. Whether for apps or websites, I've enjoyed designing icons for a variety of needs.

Below is an app icon I designed which controls the thermal camera featured in both of these Cat® phones. This icon needed to clearly illustrate it was the dedicated thermal camera app and not the standard camera app. I designed the icon to include the FLIR® brand mark, enclosed in a camera shutter, featuring the thermal colour spectrum. I completed the design by adding a yellow frame to reinforce the Caterpillar® brand colours.

Icons relating to environmental and sustainability concepts within urban design and planning
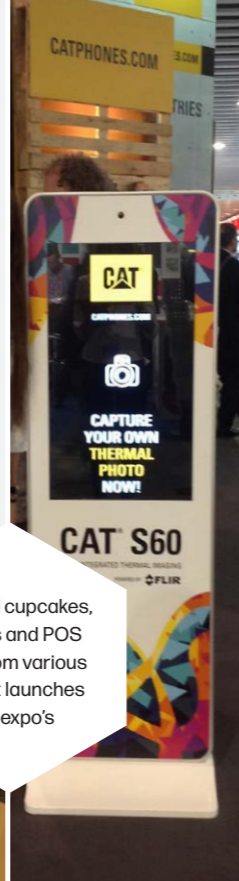

www.catphones.com product feature icons

www.catphones.com website icons

Events

Spacial design for an event is one my most experienced areas of design. The ability to create artwork and media for an entire space, that is impactful and unique, is always a challenge I enjoy.

Branded cupcakes, badges and POS units from various product launches and expo's

Full vehicle wraps for shuttle vans, rAge Gaming Expo 2012

Kodak Ektra Smartphone Launch Event 2017

Mobile World Congress, Spain. Announcement of the Cat® S60 Smartphone, 2016

Farm Business Innovation Show 2023 Shell Scheme and plinth graphics for ADAM Architecture

Cat® phones Sail Design, Team Sponsorship 2015

Alresford Show 2023 simple shell scheme and full event graphics for ADAM Architecture

Packaging & Point of Sale

Samples of packaging, point-of-sale items and promotions I've designed in the past. I'm comfortable communicating with factories to help create and improve templates for product visibility and maximum visual impact as well as offering guidance on stock selection and premium finishes like UV layering, foiling, and embossing.
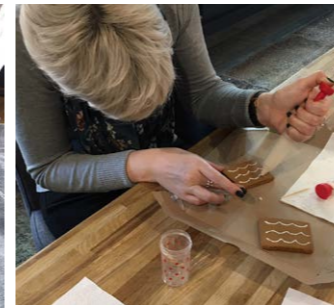
Identity

Developing an identity for a business or individual is something I thoroughly enjoy. Delivered complete with brand guidelines, I work to get under the skin of the business I'm designing for to really understand how best to develop a brand that really demonstrates and accurately represents what they're about.

I especially enjoy developing complete design systems that cater for the versatility that most brands require these days across so many platforms and media types.
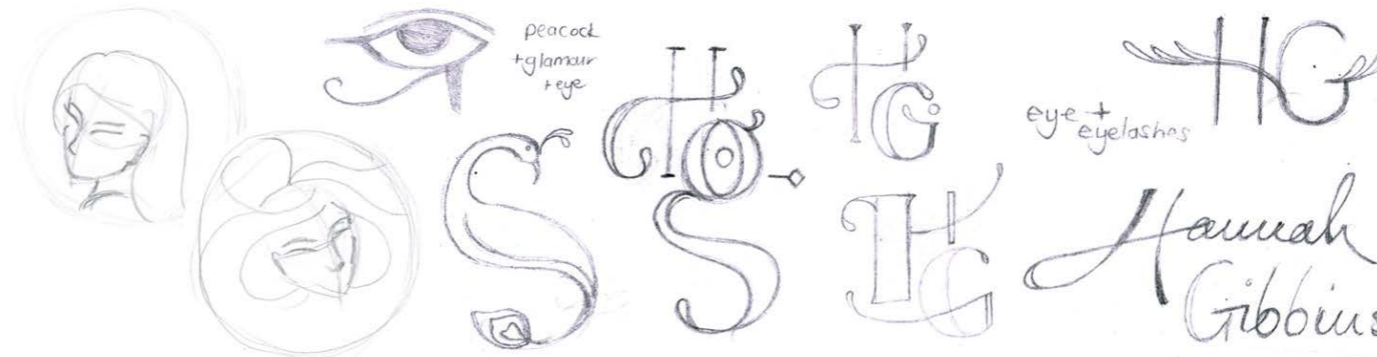
Admin App Icon

Survey App Icon

buildbox

buildbox

10% OFF

50% OFF
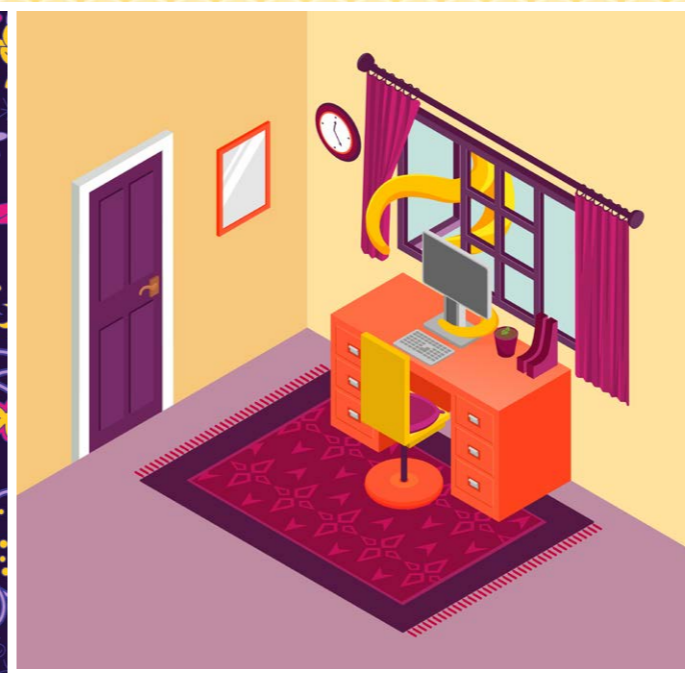
Colours:

Slate Grey   20% transparency

C.: 50   R: 120
M: 35   G: 128
Y: 30   B: 136
K: 25

HEX: 788088

Soft Pink

C.: 0   R: 241
M: 22   G: 207
Y: 12   B: 206
K: 5

HEX: F1CFCE

peacock + glamour + eye

eye + eyelashes

Hannah Gibbins

Hannah Gibbins.
MAKEUP SPECIALIST

Hannah Gibbins.
MAKEUP SPECIALIST

HG.

Digital
Design

Vector illustrations and pattern creation is something I enjoy doing too. Experimenting this way as a designer is a good way for me to practice different drawing methods and styles and helps improve my overall creativity.

Painting

I absolutely love painting as it allows me to express my creativity in my free time. Whether it's digitally in Photoshop or using oils and watercolours, it's my favourite artistic outlet.