

Creative Portfolio

A little about me...

Experience

- April 2019 - present**
Senior Graphic Designer
ADAM Architecture
Hampshire, UK
- June 2015 - March 2019**
Creative Head &
Senior Graphic Designer
Bullitt-Group
Berkshire, UK
- 2014 - 2015**
Lead Graphic Designer
Externiture Ltd
Berkshire, UK
- 2010 - 2014**
Lead Graphic Designer
BT Games
Johannesburg, SA
- 2010**
Graphic Designer
Essential Life Boutique
Johannesburg, SA
- 2009 - 2010**
Assistant Graphic Designer
Minuteman Press, UK
- 2007 - 2008**
Graphic Designer
Dixie Bay, SA

Education

- 2019**
Adobe Premiere Pro and
After Effects course
(Udemy online)
- 2016**
History of Art & Architecture
Birkbeck, University of London, UK
- 2016**
Digital Marketing Certificate
Squared Online - Google®, UK
- 2014**
Web Design Certificate
Excel For Business (Online), SA
- 2011**
FdA Interior Design Degree
Staffordshire University, UK
- 2003 - 2007**
N2-N6 Certificates
Graphic Design, Fine Art
and Photography
Ekurhuleni East College, SA

Software

System	OS: Windows® 10 / Apple® Mac	
	Microsoft® Office 2019	
	Typing: fully fluent	
Design	Adobe® CC In-design	◆◆◆◆◆
	Adobe CC Photoshop	◆◆◆◆◆
	Adobe CC Illustrator	◆◆◆◆◆
	Adobe CC Premiere Pro	◆◆◆◆◆
	Adobe CC After Effects	◆◆◆◆◆
	Adobe CC Bridge	◆◆◆◆◆
	Adobe CC Acrobat	◆◆◆◆◆
Web	Corel Draw CS	◆◆◆◆◆
	Sketch	◆◆◆◆◆
	Adobe CC XD	◆◆◆◆◆
	Adobe CC Muse	◆◆◆◆◆
	InVision	◆◆◆◆◆
Other	Blender	◆◆◆◆◆
	Sketch-Up	◆◆◆◆◆
	Corel® Painter	◆◆◆◆◆



Whether I'm using pixels or paint, pushing myself to the creative limit is at the heart of everything I do!

In my most recent position, I was a Senior Graphic Designer and Creative Head for a technology company, based in Reading. Here, I reported into a senior brand management team. I was tasked with managing the design team and our creative projects, in a fast-paced environment.

Throughout my career, I have worked as an in-house designer and freelancer and have sought to continually improve and extend my skill set. I've most recently undertaken courses to improve my 3D design and video editing skills. In addition to my core skills in print, event design and the development of marketing campaigns, my skills extend to web and UI design, photography, retouching, illustration, and digital marketing.

I'm looking for a role that will really stretch me creatively, where there is ample opportunity to own projects and drive creative direction and broaden my skills in illustration, marketing and art. I'm eager to consider roles that extend beyond being a designer day-to-day and further develop my skills in team management.

Most Recent Work...



Creative Head & Senior Graphic Designer

(June 2015 – March 2019), Bullitt-Group, Reading

- Working across all aspects of creative campaign development and delivery management to relevant partners.
- Creative oversight of projects and supporting my fellow designers in their work-flow and task management.
- Managing and helping to evolve Cat® and Land Rover® brand guidelines whilst improving on best practice and standards (as a licensee).
- Being a constant brand guardian by advising external partners on how to bring their creative in-line.
- Managing creative asset approvals and uploads, liaising directly with brand owners.
- Regularly generating new and exciting creative, that is consistently on brand.
- Generating print and digital creative for the central and channel teams. Assets included: packaging, flyers, brochures, posters, stand graphics, presentations, promotional give-a-ways, e-mail, banner ad campaigns, and wearable items (badges, lanyards, clothing etc.).
- Managing and creating all localised central assets for each market (25+ languages).
- Creating digital assets 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 some video editing.
- Extensive point-of-sale, event and large format print design and preparation, inclusive of Sketch-Up models.
- Complete creative asset management for the business, ensuring they're readily available online (via secure login) with weekly communication updates to all relevant parties. Creating, maintaining and organising all company creative filing with meticulous attention to detail.
- Helping to create 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.



Print

Packaging

Samples of the many packaging items that I've been tasked with designing in the past. These are all die-cut boxes that I've either been given ready for artwork or have had to adapt to fit a specific product or purpose.

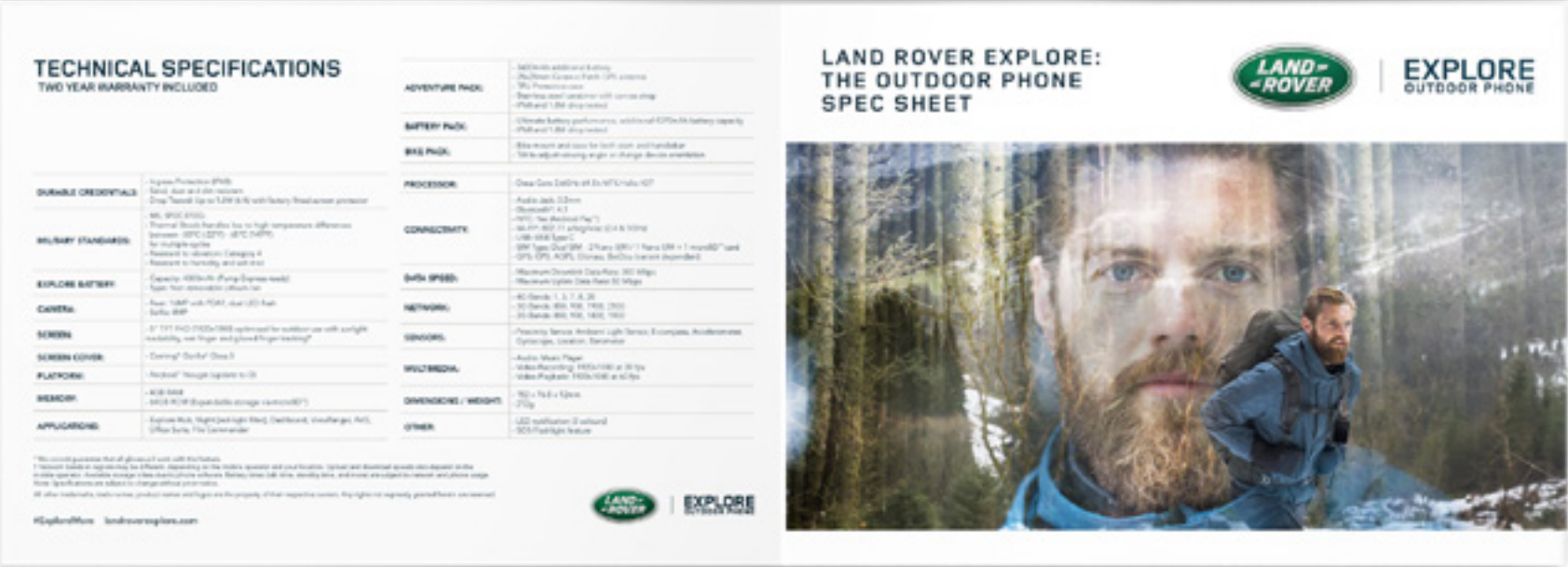
I'm comfortable communicating with factories to help improve templates for product visibility and maximum visual impact as well as offer guidance on stock selection and premium finishes like UV layering and embossing.



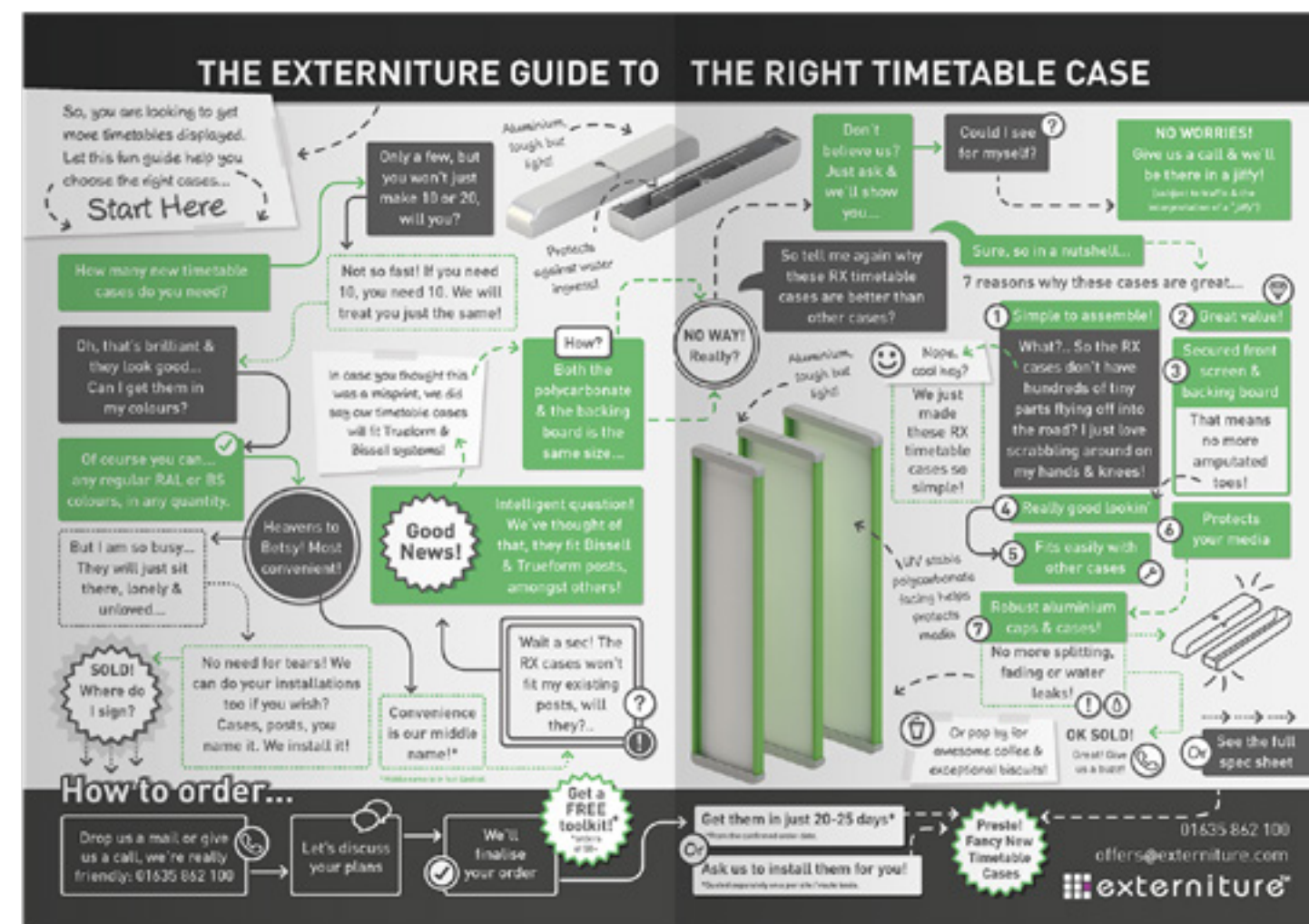
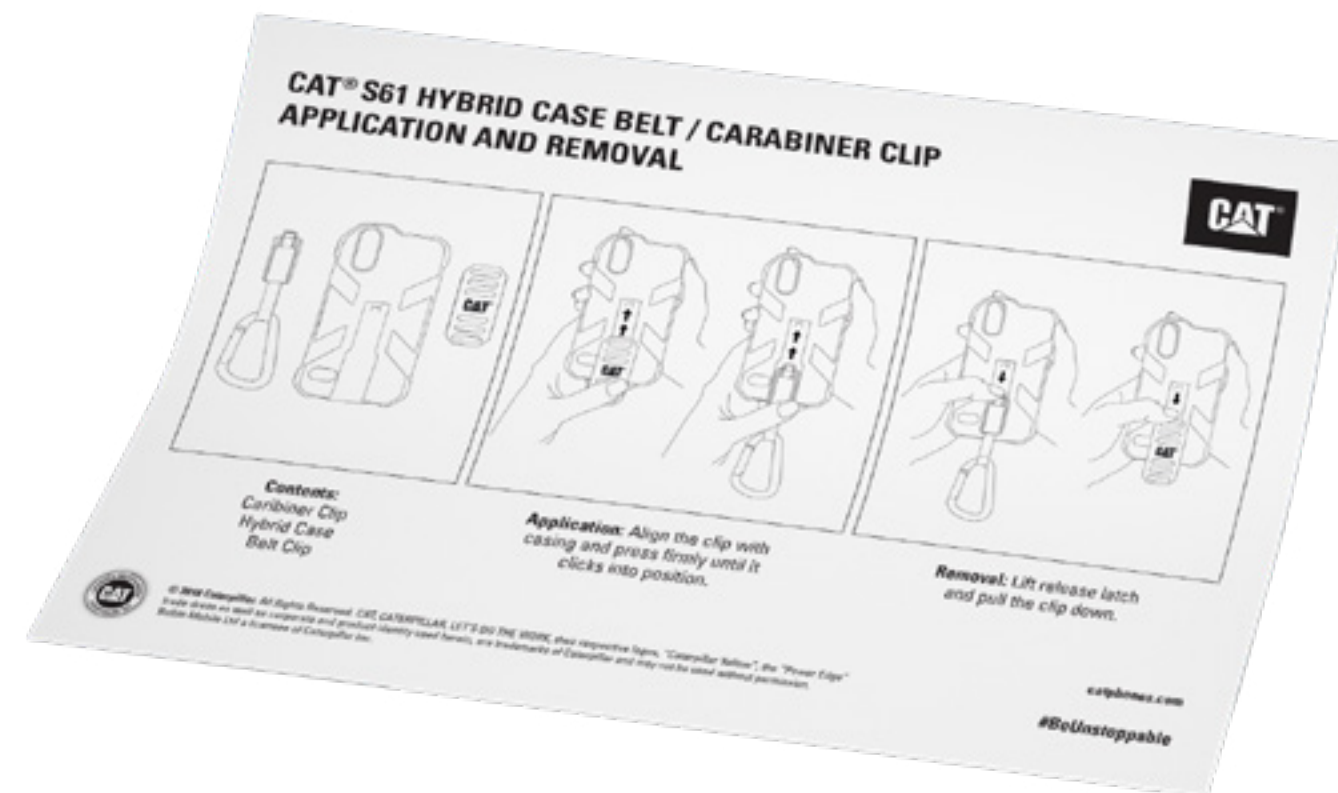
Print

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 will work best for the media required.

click these



I prioritise readability and always aim to create artwork that avoids clutter, includes interesting visual leads like infographics, technical drawings, tables and illustrations while maintaining and respecting brand identity.



Events

Designing artwork and media for an entire experience is one my favourite areas of design and is where I've had some of the most fun. The ability to create artwork and media for an entire space, that is impactful and unique, is always a challenge I enjoy.



Full vehicle wraps
for shuttle vans,
rAge gaming
Expo 2012

Kodak Ektra
Smartphone
Launch
Event 2017



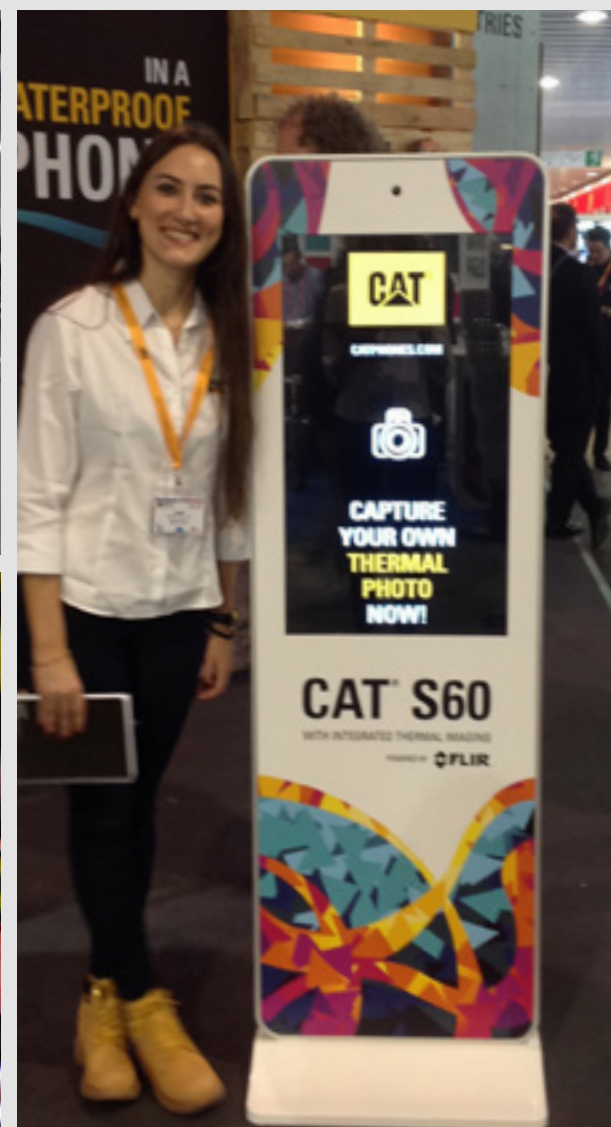
Cat® phones
Sail Design,
Team
Sponsorship
2015



Events

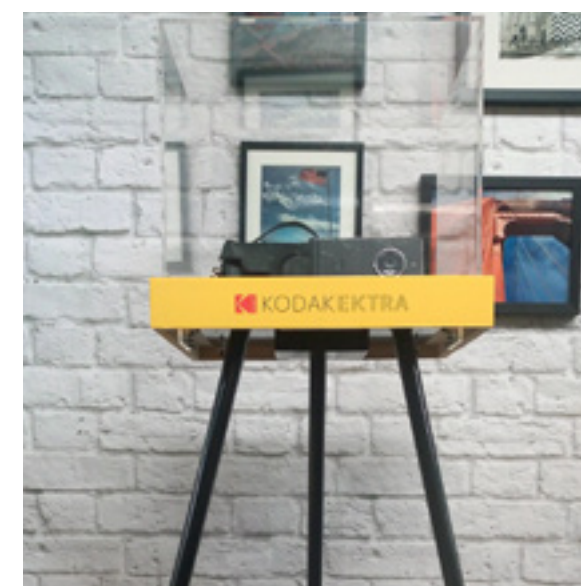
It's great fun to see every aspect of an event come together, from the actual stand experience right down to the promotional give-aways and fun branded extras that attract an audience.

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



Point of Sale

Whether it's standard cubes and pull-up banners or a complex design to showcase a new product in a unique way, I enjoy designing 3D visual solutions that help enhance products and offers.





Digital

Websites

click these

www.bullitt-group.com

I was tasked with designing this site from scratch. Using Sketch, I developed the user-flow pages below for my Chief Marketing Officer and then worked with a developer, providing web-page mockups and later; the icons, fonts, colours, photography needed to build the entire site in WordPress.

www.catphones.com

In 2016-2017, I oversaw the creative direction of the Cat phones website overhaul.

Working with a larger team of developers, I provided web-page mockups and later; the icons, fonts, colours, photography and spacing guidance required to create a consistent look and feel throughout the site.

This also required working with the Content and Search Managers to ensure that customer journey and readability were optimised.

www.landroverexplore.com

This site was built in 2017 to launch the Land Rover Explore Outdoor Phone, under licensee from Land Rover. As I designed many of the other marketing assets for this product, I regularly consulted on the website branding elements and layout.



www.externiture.com

In 2015, I assisted a remote web developer in creating this website. Following instruction from the Chief Executive Officer, I provided the icons, fonts, colours, photography and spacing guidance required to create a consistent look and feel throughout the site.

Apps & Icons



I've enjoyed designing both App icons as well as website icons. I designed this set to the right for catphones.com and is split into two main categories. The left hand set are the phone feature icons and the set on the right are the more functional user icons needed on a website.

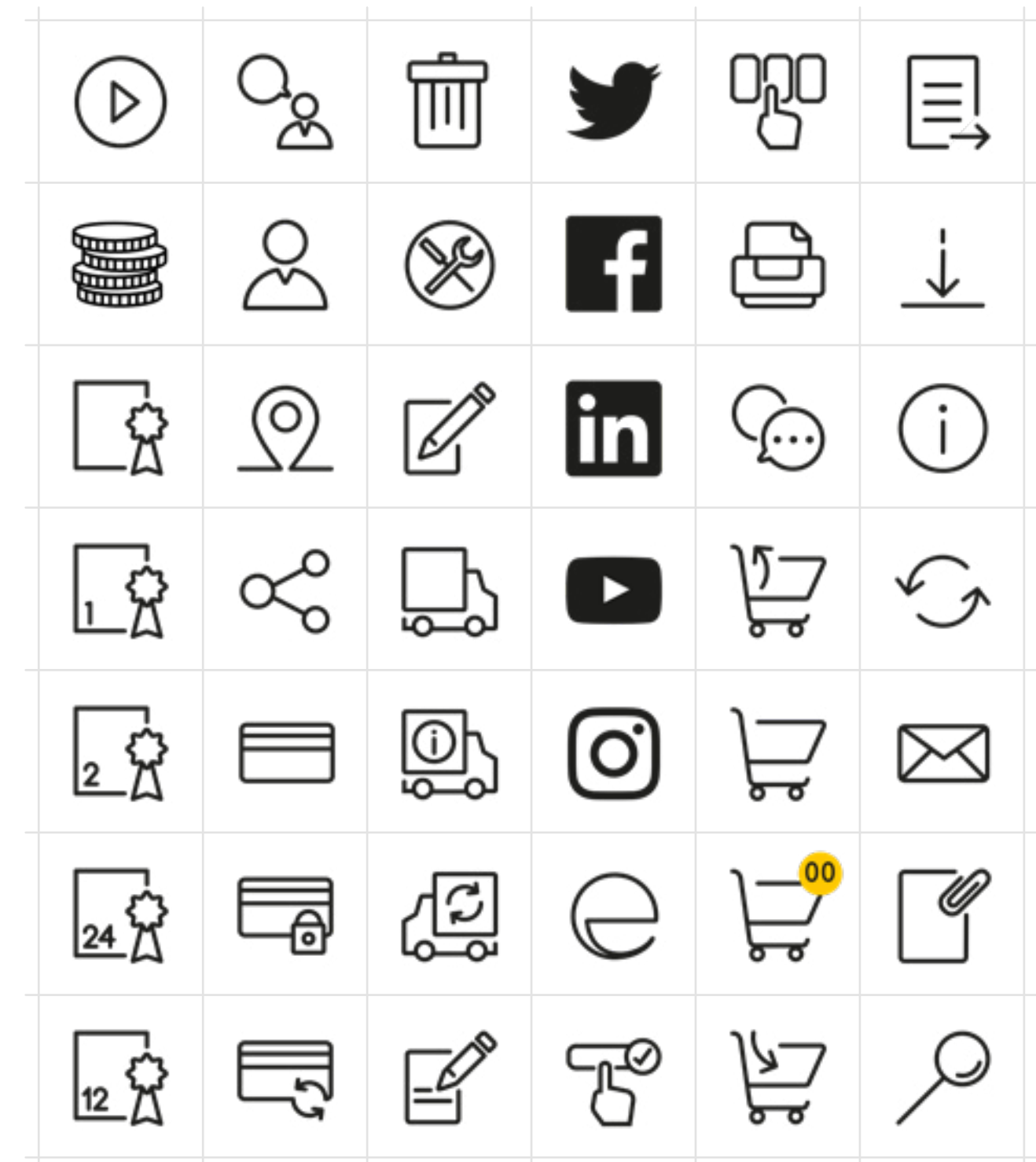
Below is the app icon I designed controlling the thermal cameras featured in both of these Cat® phones. This icon needed to clearly illustrate it was the dedicated thermal camera app and not the other standard camera app. I designed the icon to include the FLIR® brand mark, enclosed in a camera shutter, featuring the thermal colour spectrum. To complete the design, I added a yellow frame as a nod to Caterpillar®.



www.catphones.com Feature Icons



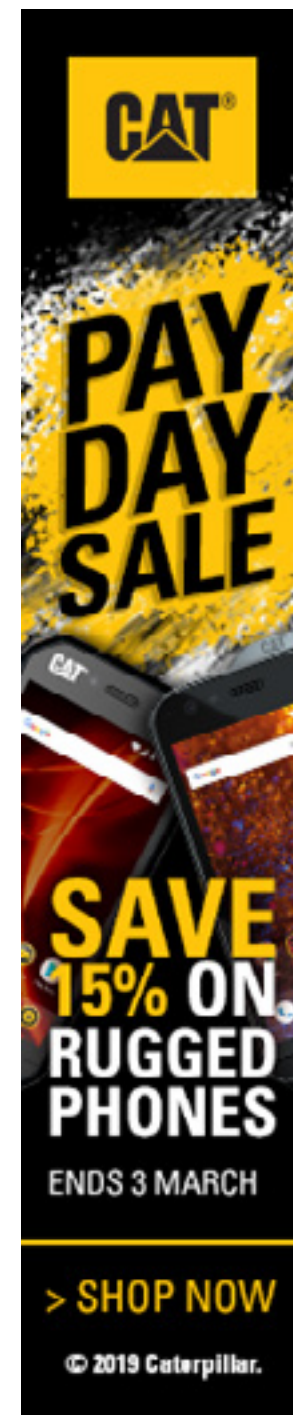
www.catphones.com Website Icons



Digital Media

I've designed media for every screen size and for all the most popular platforms including Google Display, Facebook, Instagram, and Twitter as well as any custom size asset used on a website.

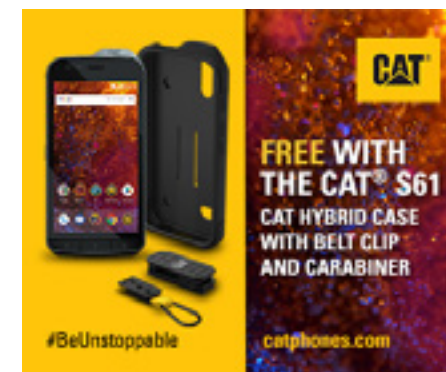
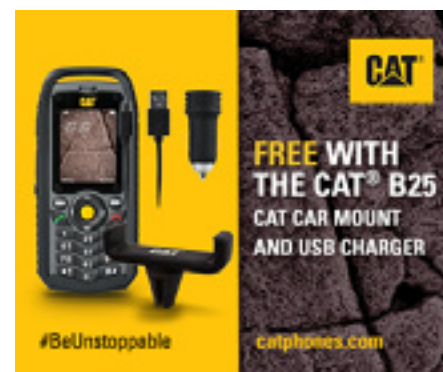
I also enjoy coming up with interesting and engaging social content, this shoot below was Christmas Under Construction campaign for Cat®.



120 x 600px



1080x1920px



300 x 250px

728 x 90px

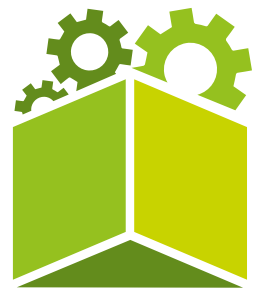
1200 x 1200px



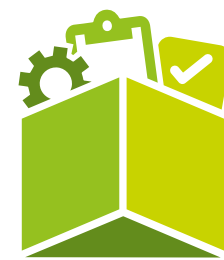


Identity

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.



Admin App Icon



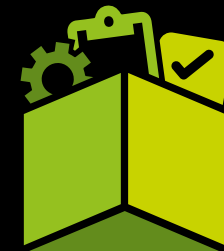
buildbox



Theseus
Software
Solutions



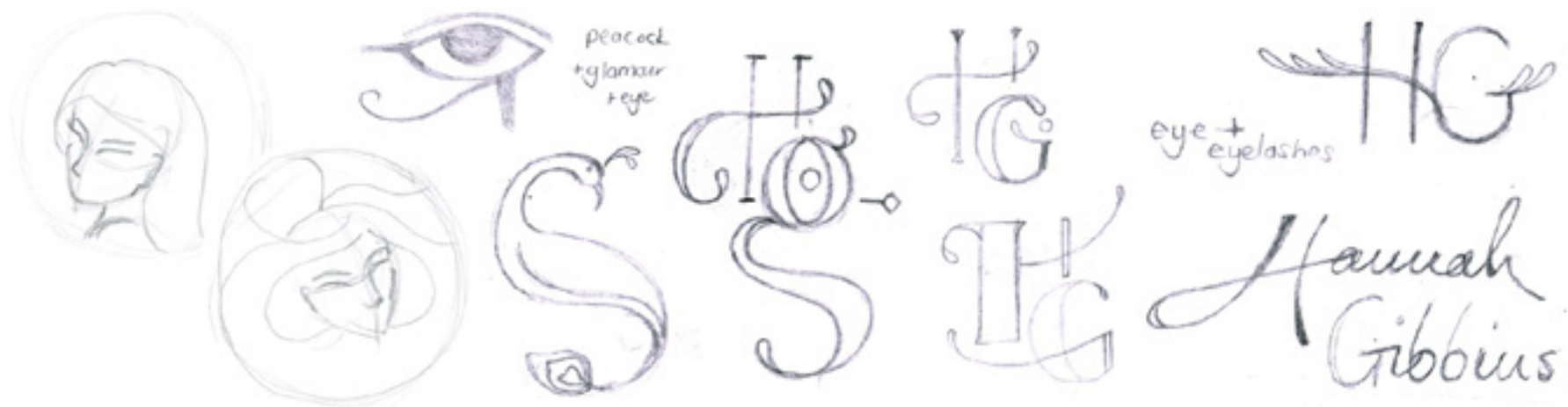
Survey App Icon



buildbox



Theseus
Software
Solutions



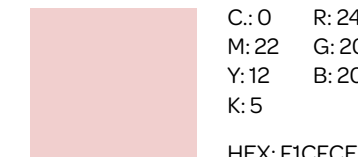
Colours:

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

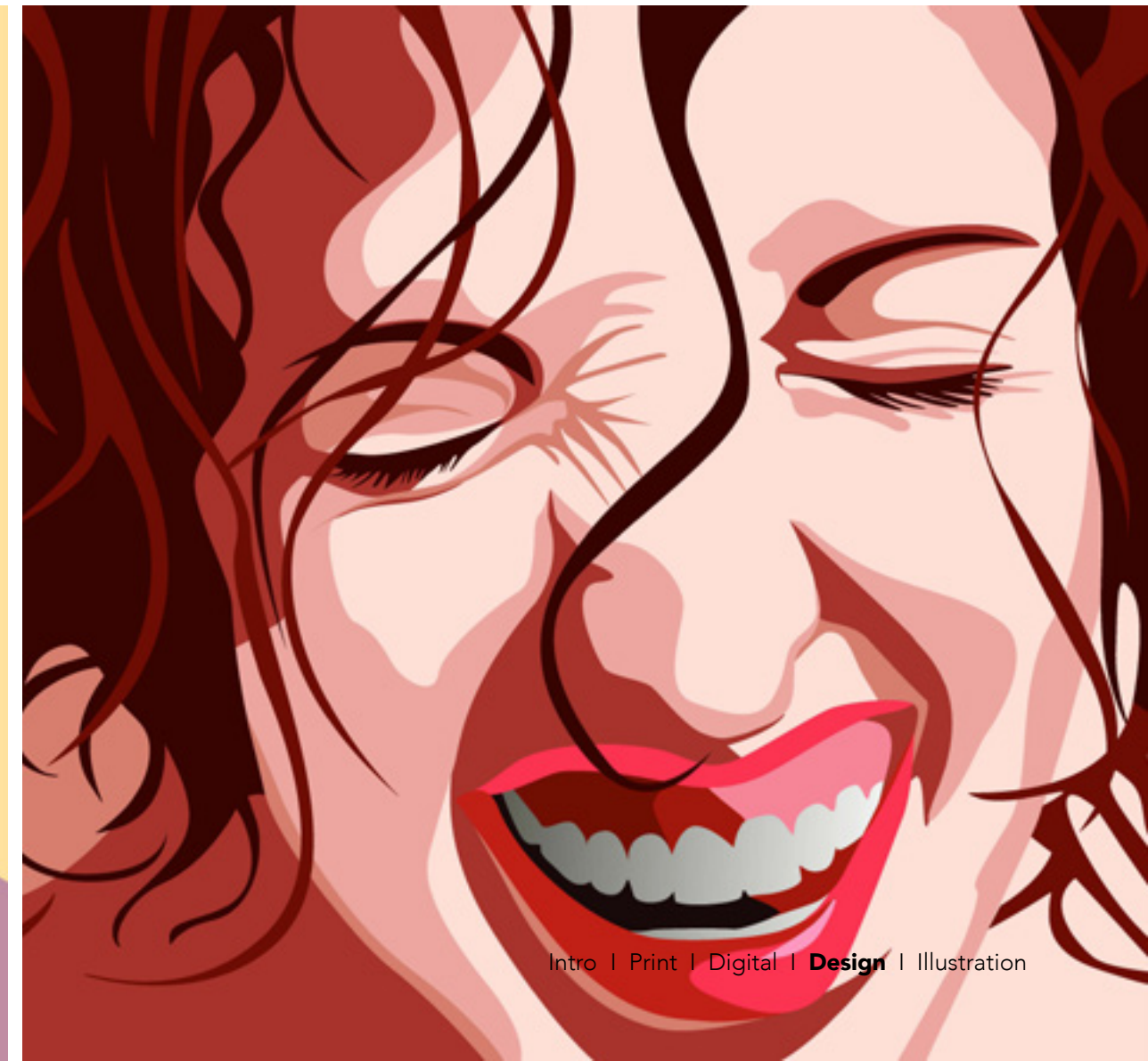
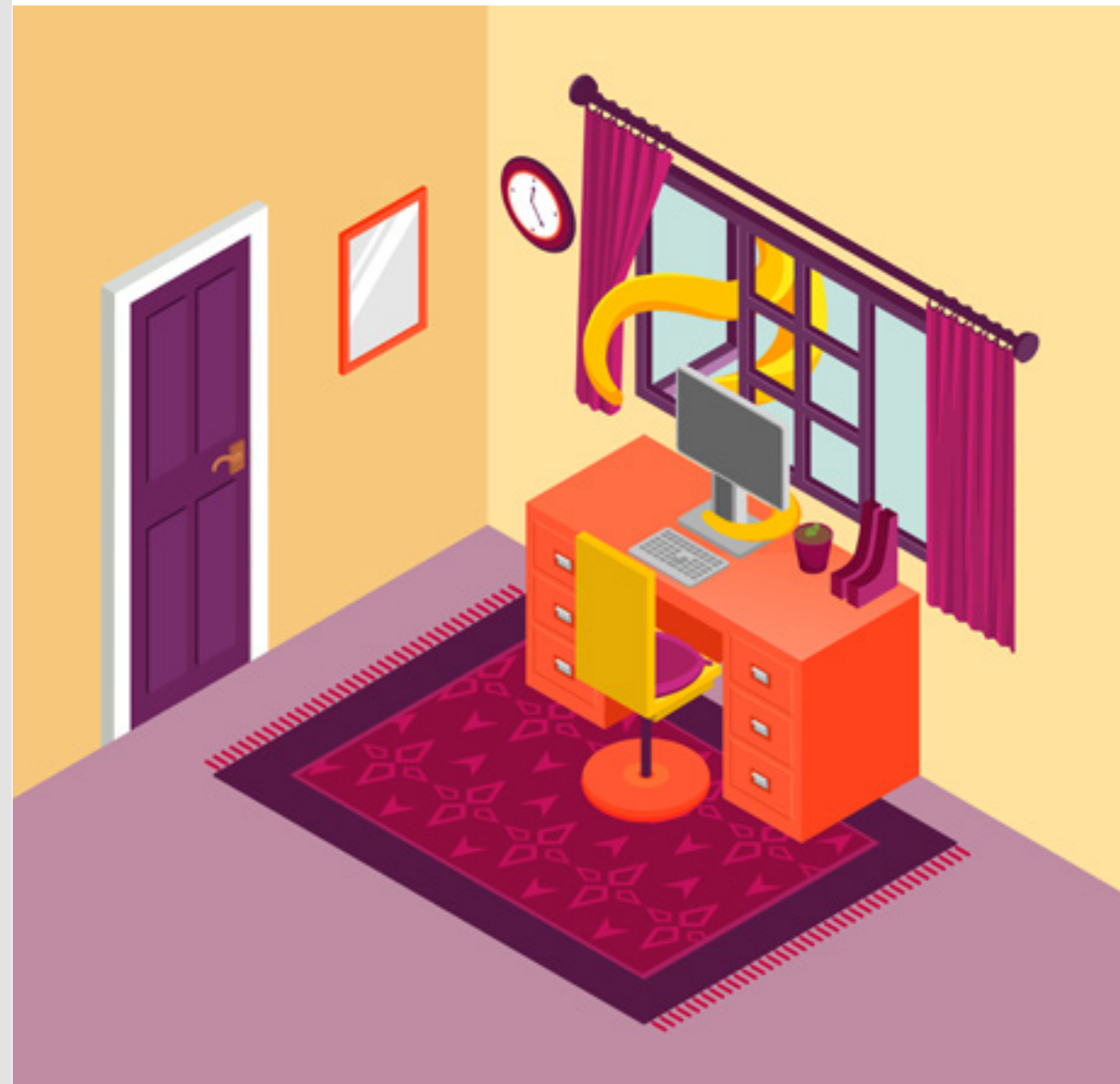
Hannah Gibbins.
MAKEUP SPECIALIST

Hannah Gibbins.
MAKEUP SPECIALIST



Design

Sometimes I get the urge to create something just for fun and I always enjoy the challenge of learning how to use creative programs in a different way.



Design

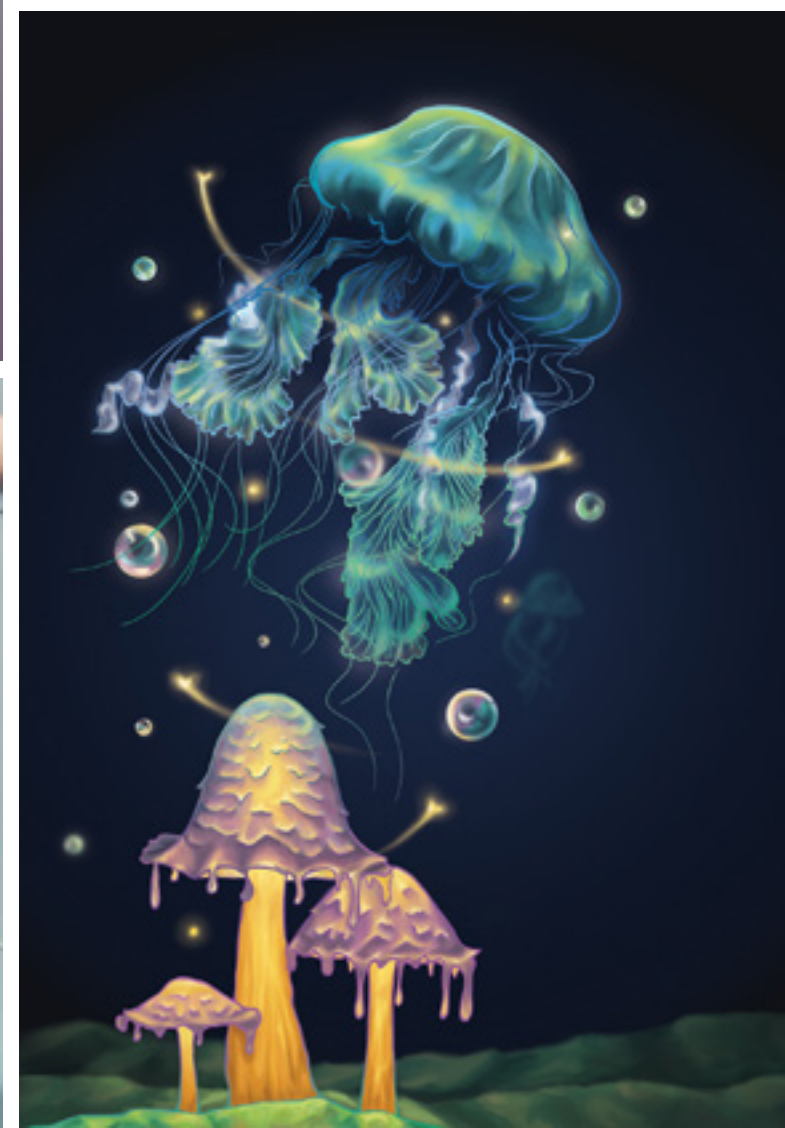
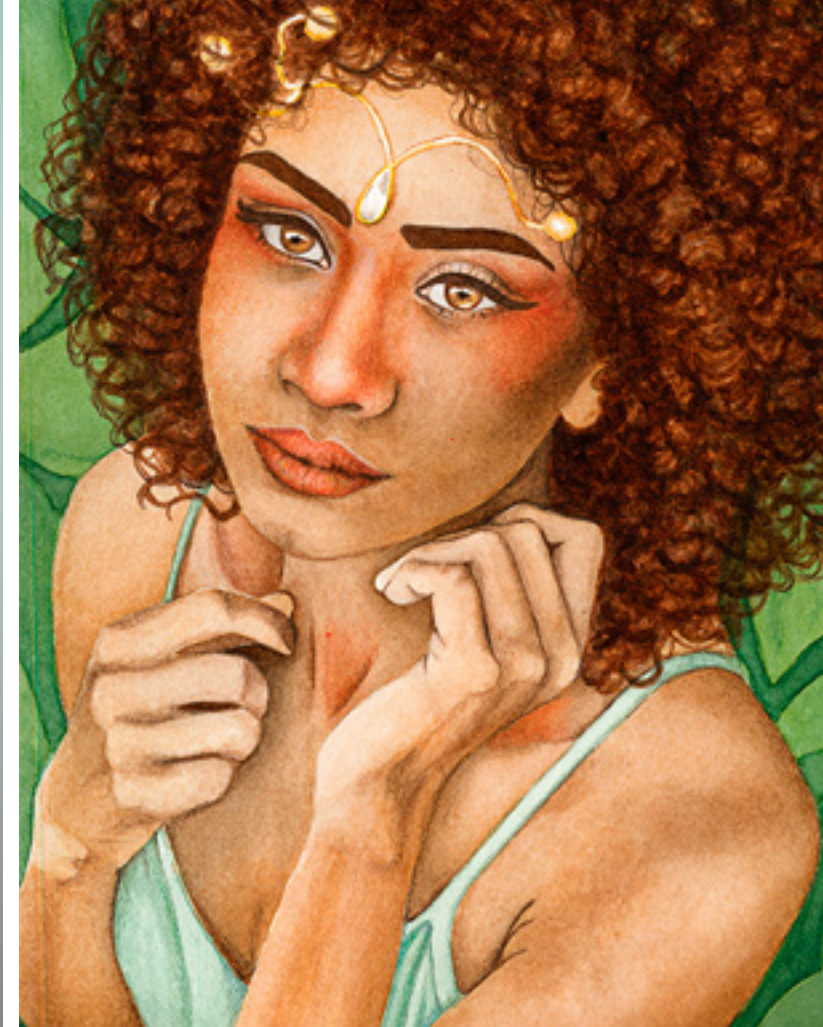
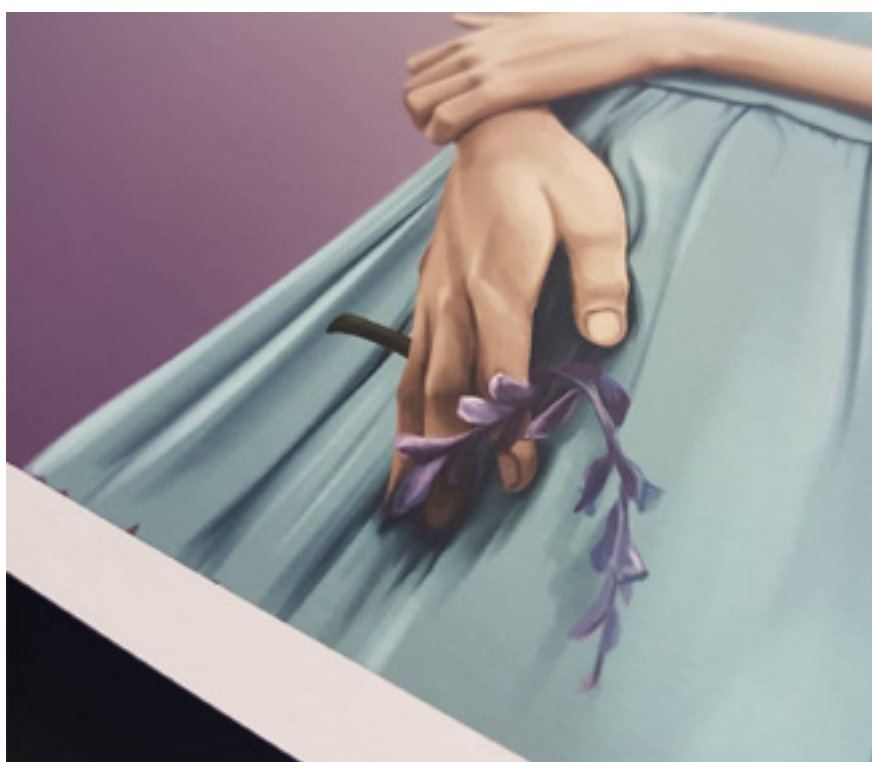
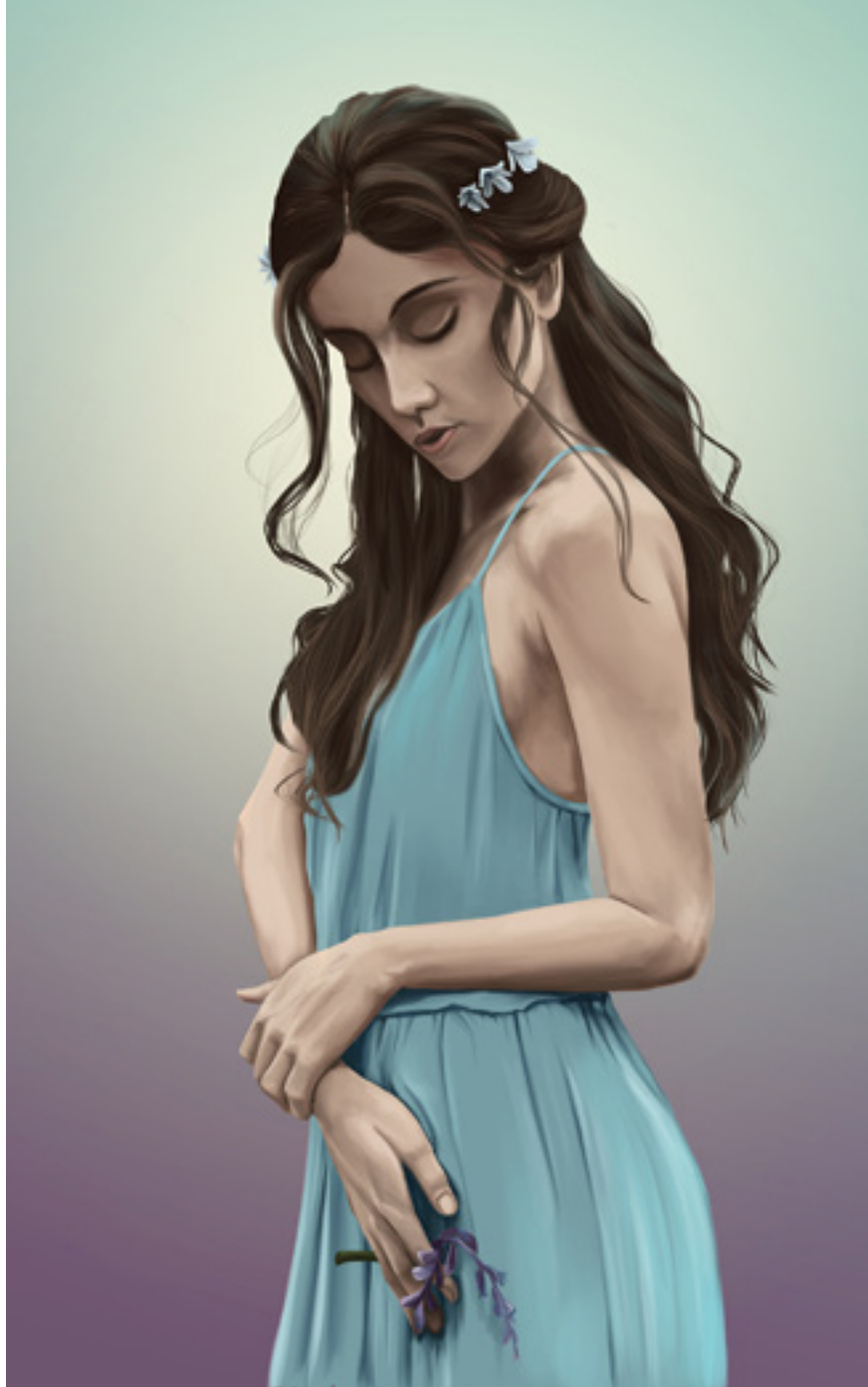
Vector illustrations and patterns are always a great opportunity for me to use Illustrator in ways I might not get to on many designs. Projects like this neon sign, built entirely in Photoshop, are an excellent way for me to practice photo mashing and creating realistic lighting.





Painting

Painting has always been my absolute favourite way to be creative. Over the past three years, I've started painting digitally in Photoshop too but still enjoy my oils and watercolours.



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)

"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)

"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)

"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)

Let's Chat!

All supporting certificates & references are available upon request.

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Find Me Online:

Visit My Website: www.adarkerline.com

Find me on social:



Thank You!

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