

## BACKGROUND

**Freelance graphic and web designer with over twelve years experience**, including two years in a top London integrated agency, three years as lead in-house designer in a well-known and respected UK company, and over six years freelancing for agencies including Publicis Chemistry, RKCR/Y&R, Proximity London, the Wellcome Trust, The Telegraph, Investis and Brand & Deliver.

Previously completed a **BA (Hons) from Central Saint Martins** in Arts & Design Media, obtained with a 2.1.

## SKILLS

**Applications:** Proficient in full Adobe CS (Photoshop, Illustrator, InDesign, Dreamweaver, Flash), Sketch 3, Omnigraffle, FontLab, MS Office, Wordpress.

**Web languages:** XHTML, HTML, CSS, some ActionScript (some AS3, some AS2), some JavaScript, some jQuery, CSS3 and HTML5.

I have an excellent working knowledge of SEO and thorough experience in UI/UX design, Information Architecture, accessibility, and digital marketing (social media).

To complement my design background I have obtained short course diplomas in User Experience from General Assembly, Marketing and Digital Marketing from City University London, and a certificate in Project Management from PCMI.

## PORTFOLIO

Please visit [www.isabellek.co.uk](http://www.isabellek.co.uk).

## FREELANCE EXPERIENCE

February 2014 - January 2017

### **Publicis Chemistry / RKCR Y&R / Telegraph**

Freelance senior digital and print designer for a variety of clients including Publicis Chemistry, RKCR/Y&R, the Telegraph, and BRAC UK among others. Responsibilities include overseeing the design and development of websites, app design, infographic design, email design and build, and print and web production.

March 2013 - January 2014

### **Wellcome Trust, London**

Responsible for web design output (e-mails, Wordpress blog, co-ordination with UX team and print designers) for the Trust and its sub-brands, as well as some print production.

June - August 2012

### **John Lewis, London**

Graphic and web production work on the new John Lewis website.

March - June 2012

### **Proximity London**

Social Media apps design for Actimel and Philadelphia, brochure and web work for Lloyds TSB, Aviva, Johnson & Johnson, and P&G brands including Beauty Recommended, SuperSavvyMe and Fairy.

February 2012

### **Investis, London**

Information design and web projects for HSBC, GDF, TAQA and Pru.

August 2011 – February 2012

### **Brand & Deliver, London**

Branding development, print and web design from concept to delivery, for clients including Samsung, St Pancras, Ferrari by Logic 3 and Universal Studios among others.

## PREVIOUS EXPERIENCE

February 2008 – ongoing

### **Freelance graphic and web designer**

#### **Isabelle K Limited, London**

Design consultancy for small businesses on a freelance basis, for a wide variety of businesses. Liaising directly with the client, development of online presence covering all stages from branding / identity, wireframing to interface design, build using Wordpress (from scratch and customising themes), HTML, some jQuery, and maintenance of websites including Flash sites.

Print and branding work includes logo design, development of brand guidelines and design of all types of print collateral.

May 2008 – March 2011

### **Middleweight web designer**

#### **Spotlight, London**

Rebranding and management of all design for the company, both for web and print projects, including rebranding of Spotlight website, design and build of microsites and print and web advertising for sub-brands of Spotlight.

Responsible for all online design including advertising on external websites, brand development, improving UX, accessibility, and print collateral. Liaising between IT and Marketing and Production departments to develop the brand both on and off-line.

May 2006 – February 2008

### **Graphic and web designer**

#### **Lateral Group, London**

Design, coding and maintenance of websites for clients including HSBC, Superdrug, PruHealth, Randstad, Everest, Yell, Everest Commercial, Dialogue Solutions, Howitt and more. Client-facing role with large degree of responsibility and autonomy as creative team

composed of self and creative director only.

Working across both print and web projects and to multiple tight deadlines, the role involved responsibility for the development of ideas in the concept stage through to delivery.

## EDUCATION

April-July 211

### **Intensive course in graphic design**

#### **Shillington College, London**

I returned to study to develop further skills in print design and specifically branding, packaging, typography and book design, in a studio-like environment.

July 2010

### **TDI+ course**

#### **Reading University**

Study of typeface design led by Gerard Unger, Fiona Ross and Gerry Leonidas. Development of own typeface and research on latin and non-latin scripts.

2009-2011 (ongoing)

**Evening courses** in bookbinding, letterpress, animation with Flash CS3 and ActionScript 2, intensive course in ActionScript 3, advanced typography, Wordpress for designers among others. I regularly attend conferences including Atyp1, St Brides and Design Museum lectures.

January 2006 - April 2006

### **CIW Certified Webmaster certificate**

#### **EXP-Solutions Ltd, London**

Intensive course in creating websites hand-coded to standard, web languages and applications, and all necessary knowledge to create functional, efficient sites.

September 2002 - July 2005

### **BA (Hons) in Arts & Design Media**

#### **Central Saint Martins, London**

BA completed with a 2.1 result.

Final project thesis on environmental sound perceived as music.

September 2001 - July 2002

### **Chelsea College of Arts & Design**

#### **Foundations BTEC in Arts & Design**

Major: Visual Communication

September 1997 - July 2000

### **Lycee Fenelon, Paris, France**

#### **French Baccalaureate**

Obtained with A-average

## INTERESTS

Typography, vintage posters, snowboarding, disco records, DJing, dogs and baking.