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CATHERINE JOHNSON | FREELANCE ART DIRECTOR & DESIGNER

Passionate multiple award winning freelance art director & graphic designer with successful large campaigns for large brands & redesign campaigns. Weekly & monthly editorial newsstand experience and personal branding and print design clients. *Plus... I can shear an alpaca.*

WORK EXPERIENCE

★AWARD/s

May 15–Present **Freelance Art Director Ginger Design (Self Employed)**

Please see below for roles & information.

Dec 2021–Present **Freelance Art Director - Promotions (Bauer Media)**

Designing & Art directing promotional advertorials, Sales Pitch Decks (Powerpoint), Mailers & campaigns for heat, | Closer | GRAZIA & more

Clients & Campaigns Include:

★ Channel 4 x Derry Girls **Magnetic Spotlight Awards 2022 For Best Use of Print (Winner) & Content Partnership of the Year. (Shortlisted)** Media Week Awards 2022 for Best Media Idea Under 250k (Bronze Award), Best Creativity Award x2 & The Best Large Collaboration Over 250k (Shortlisted x3) **PPA Awards 2023 Commercial Partnership of the Year (Consumer) - (Shortlisted)**

• F&F | • Wickes | • John Lewis | • Next Home | • St. James Quarter | • Camelot | • Pandora | • Mugler | • Very | • M&S | • Uniqlo **And Many more...**

Apr 18–Nov 20 **Art Director (Freelance) & Senior Designer (Perm) - (Bauer Media UK)**

(Permanent role) Promotional design across the Bauer Adventure (promotions) team. Design and Art Direction for the following titles Heat | Closer | GRAZIA | Yours | Empire | Q | Mojo &

Feb 18–Apr 18 (Freelance) Bella including shooting for social output and video across heat & Closer YouTube & channels. Ideation and pitch work to final output and creation of campaigns for print.

Art directing & design for a range of client advertorial pages including ...

★ Public Health England (heat & Closer) **Magnetic Spotlight Award 2019 Winner (Best Content Partnership - Large)** ★ TalkTalk TV - Shortlisted in British Media Awards 2019 (Video Project of the Year)

• Jaguar | • Matalan | • Boots | • Sky | • FOX | • Very | • Camelot | • Duracell | • John Lewis **And many more...**

Responsibilities include:- Timeline creation | Direct client contact | Project management | Art Direction | Styling & Propping | Model Casting (including 'real-life', professional and celebrity talent) | Commissioning - Photographers, Writers, MUAs & Hair & more when required. Plus other commissioning budgeting & month end reporting.

Oct 17–Feb 18 **Freelance Designer - Real life titles (Timelnc UK)** **Freelance Designer on Cruise Trade News - Contract (RealResponseMedia)**

July 17–Sept 17 **Freelance Designer Tesco Festive Food to Order 17 (Cedar Communications)**
Producing Tesco's Christmas FFO17 Catalogue, plus instore POS Marketing materials including a leaflet & receipt holder. Sending to print, proofing, initial design, scamping & client communication. Additional other work for social media marketing campaigns across social platforms for client pitches.
Work created using Adobe Creative Suite CC, Xinet & e-magine systems.

May 16–Jan 17 **Senior Designer Canary Wharf Magazine, K&C & NHHP (Runwild Media Group)**
Senior designer with sole responsibility for editorial design across Canary Wharf Magazine, Kensington & Chelsea, Notting Hill & Holland Park, and Belgravia Residents Journal. I took the company's biggest client contract - Canary Wharf Magazine with the task to redesign the title to something completely new. This was successful, with only one round of approval, which went onto the stands as of January 2017.
For all of these titles, I designed all editorial including covers and advertorials. With three

title deadlines monthly, I handled these dates and the schedules to flow effectively throughout the monthly calendar and deliver to the printer on time.

- Mar 15–May 16 **Senior Designer (Mat Cover) Reveal, Best & Real People Hub (HearstUK)**
Reveal Only March–May 2015 *Creating pages in CS5, including fashion & beauty, celebrity gossip, real-life, & food. /*Finalling layouts & retouching images /*Digital app design for Reveal. /*Transcribing interviews /*Representing the magazine at events, interviewing celebrities & copywriting reviews for films & beauty products occasionally.
- Apr 14–Mar 15 **Designer Wedding and Wedding Flowers & Accessories Magazines (BurdaUK)**
*Design using Adobe Suite CS4 - CC (all editorial pages & advertorials (for clients such as Sandals, House of Fraser and The National Wedding Show), this included main fashion stories, travel, polybags, and supplements. Creating media packs, monthly advertising newsletters, and show stand artwork as required. /*Art direction. /*Sending layouts to repro and Chromalin proofing / *Commissioning illustrators and photographers. /*Pitch visuals for advertising clients /*Picture research /*Design for web inc. Gif's and social media banners /*Administrative work /*Processing invoices. /*Assisting on photoshoots /*Review copywriting for products, travel, experiences & services. /*Digital app banner design
- Aug 12–Apr 14 **Junior Designer Wedding and Wedding Flowers & Accessories Magazines (BurdaUK)**
- Mar 12–July 12 **Art / Subs / Pictures Intern GLAMOUR Magazine (CondéNast)**

(For more details & experience please see my website, thank you.)

EDUCATION

- 08–11 **BA (Hons) Graphic Design 2:1** De Montfort University, Leicester.
- 06–08 **BTEC National Diploma in Art & Design (multimedia) (DDM)**
A Level Art & Design (A) / A2 (A) The Plume School, Essex.
- 03–06 **GCSEs 12 subjects 11 A–C** The Plume School, Essex.

SKILLS

Design and animation programs:

Adobe Creative Suite, Adobe DPS, Woodwing Wordpress, Quark Xpress, CSS & HTML knowledge, DAM, ImageHub, Censhare, Xinet and Emagine.

Art Direction and Project Management:

Client communication, Still life & model shoots, model booking, working alongside sales for pitch examples, prop buying,

styling, venue booking, commissioning photographers and illustrators. Budgeting, and month end reporting. Plus liason with print houses.

MS Excel & Word:

Proficient in word processing and data handling.

I have several **clear CRB Enhanced checks.**

ACHIEVEMENTS

Previously a registered **NHS Community First Responder.**

Fundraising: A range of fundraising events for **Macmillan Cancer care | GOSH | The Liam Taylor Legacy & More**

I have both a **bronze** and **silver, Duke of Edinburgh award.**

Interests: Alpaca husbandry and care, photography, rugby, and socialising.

Please contact me for any references or any other information, including questions relating to specific job roles.