

Daisy Joel

Tel: 07765276533

Email: daisy@daisyjoel.co.uk

DOB: 27.05.1984

www.daisyjoel.co.uk



I'm an accomplished graphic designer looking for a creative role within a vibrant and thought provoking team. I have strong conceptual and practical capacities, a sharp eye for detail, and a proven standard of dynamic creativity. I am a fast learner with a broad technical skill set and proficient experience. Inspired by innovative and creative concepts, with a theoretical and fashion orientated outlook; I aim to maintain the level of energy and dedication applied to my own work, within an equally progressive agency or 'In-house' studio.

Experienced with using CS3 In-Design, QuarkXPress, Photoshop and Illustrator to create printed publication orientated design. I am also skilled with using Acrobat to output high resolution PDFs for print work.

Education

Bachelor of Computer Graphic Design (with distinction) – 2001 ~ 2004 (Wanganui School of Design)

Electives taken - Publication design (advanced), Flash design, Packaging.

Certificate in Fashion Design – 2000 ~ 2001 (Wanganui School of Design)

Electives taken - Pattern making, Design, Printmaking.

Experience

DAKS, Central London - Graphics Assitant (September 2006 ~ Present)

Liase with Press team to create invitations, signage etc for Milan Fashion Week - showing DAKS Luxury Collection.

Communicating with printers, and press passing large projects such as fashion lookbooks and showcards.

Retouching images / designing lookbooks for Luxury womenswear line designed by Giles Deacon.

Organising invitations / press releases / press folders / gifts / large display graphics for bi-annual Press Days.

Working 'In-House' on projects from In Store P.O.S through to consumer magazine advertising and national newspapers.

Liasing with Visual Merchandise team to create seasonal large scale window displays in Bond St shop window.

www.daks.com

Design Company, Norwich - Junior Graphic Designer (Jan 2005 ~ August 2006)

Worked closely on projects, both within a team, and individually for a range of clients, including :

Living East, Space for Ideas, Arts Council England, UEA, CNA Insurance, Adnams, EEDA,

Norwich Arts Centre, Screen East, CAN:05, The Sheringham Museum.

www.brandex.co.uk

Freelance, Wanganui New Zealand - 'Wanganui Summer School of The Arts 2005' (Brochure/Poster/Advertising Design 2004)

In depth market research of target audience - including questionnaires and online form.

Liase with clients / Design according to Brand Guidelines (UCOL)

Designing a logo and brochure with a colour/layout system ~ Creating a easy to use, universal style guide.

Set up all files for offset lithography using Pantone colours.

Collaborated and advised in production meetings with project director in order to implement changes.

www.wsd.ac.nz

Self Initiated Project, Wanganui New Zealand - 'Fill Magazine 2004' (Student 'Zine' 2004)

Making and producing a magazine filled with student work for degree exhibition.

Compiling student work/interviews - choosing appropriate work.

Using a style which fits as a whole piece alongside the student work.

Choosing and printing stock - communicating with printers.

Referees

Nicky Jones

Nicky Jones ~ Head of Advertising and PR

10 Old Bond St

London

W1S 4PL

Tel: (020 7409 4181)

E-mail: nicky.jones@daks.com

www.daks.com

Judith Cousins

Judith Cousins ~ Client Services Director

34-40 King Street

NR1 1PD

Norwich

Tel: (01603 612792)

E-mail: judithcousins@designcompany.co.uk

www.brandex.co.uk

Hazel Gamec

Proffessor Hazel Gamec ~ Head of Wanganui School of Design

Private Bag

57 Campbell St

Wanganui

New Zealand

Tel: (NZ Code) + 64 6349 0462

E-mail: hazelgamec@ucol.ac.nz

www.wsd.ac.nz
