

Emily Barraclough

WORK WORK WORK

FREELANCE SENIOR DESIGNER/CREATIVE

January 2012 – ongoing

Cancer Council VIC: General design work including promotional literature, document layout and internal communications.

Whippet AU: Retail based print & front end web design including creative concepts, in-store campaigns, publishing, campaign roll-out, web banner storyboarding and guideline documents.

Mercer: General design including long document copy setting, info graphic creation and image searching.

MyDesignGroup: Kids book design, TV set design, packaging.

Egmont UK: Kids magazine work including concept development for new launches and monthly roll-out of existing titles.

WHIPPET AUSTRALIA SENIOR DESIGNER/CREATIVE

May – October 2011

Helping to establish the Whippet Australia office. An exciting fast-paced all-change environment, Whippet are re-designing Coles from the shop floor up. I was in at the deep-end from day one working across all areas of the Coles business. I learnt a lot very quickly and delivered design solutions across a variety of media and business areas.

JOB REQUIREMENTS

Strategic thinking, keen commercial sensibilities, top-notch client communication skills, speed of turn around and attention to detail. Campaign roll-out, POS, DM, eDM, advertising, and much more.

BBC WORLDWIDE LONDON ART EDITOR/DIRECTOR

April 2004 – March 2011

My first role at the BBC was Art Editor for the iconic fortnightly teen magazine Top of the Pops. In 2005 I moved to the pre-school department to launch CBeebies Weekly. It was the first weekly TV listings-based magazine for the pre-school market, themed around the highly guarded BBC TV channel CBeebies. As the sole creative on this project I was responsible

for the magazine itself plus all the marketing collateral including press advertising, DM, POS and guidelines. The magazine launched to acclaim from families and delivered some gratifying sales figures. It has been the industry leader ever since and has been nominated for numerous awards.

I oversaw the first two years of publication before taking on the role of New Product Developer. I've pitched for and won the rights to many lucrative publishing contracts including Charlie & Lola and In the Night Garden. I also launched the unique CBeebies Specials title, a magazine that reinvents itself every issue by showcasing (and testing the market for) a new brand or theme. Four new titles were launched as a result during the first 18 months.

JOB REQUIREMENTS

- To manage, inspire and fine-tune the skills of my design team.
- A thorough understanding of the extremely competitive children's publishing environment.
- Day-to-day relationship management with marketing, buying and production.
- Liaison with brand rights owners. Clear and concise design and page layout skills plus product and packaging design capabilities.
- An appreciation of the responsibilities that are integral to providing an entertaining learning resource to such young readers.
- BBC Management course completed in 2010.

FREELANCE ART EDITOR

October 2002 – April 2004

Working at various London publishing houses including News International, IPC, Emap, Egmont and BBC Worldwide. In this pressurised environment with tight deadlines, a designer has to be quick off the mark and highly adaptable, instantly understanding what is required and able to adjust to many different ways of working.

WHIPPET LONDON DESIGNER

September 1998 – August 2002

A hit-the-ground-running first job in a small start-up design agency (just me and the boss!). A great place to start my career with hands-on experience liaising with clients and suppliers and managing projects from brief to delivery. Whippet gave me a solid understanding of a huge variety of design disciplines.

freelance senior designer | creative artworker

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years diverse experience in publishing, retail, advertising, marketing, direct mail, corporate identity & literature, art direction, team management and client liaison.

CS6 InDesign | Illustrator | Photoshop



emilybarraclough.com

HOME

London &
the South East

* will travel or work from home *

REFERENCES ON REQUEST

Education

Bath Spa University College:
BA(Hons) Graphic Design 2:1

University of Hertfordshire:
Foundation course in Art & Design

Watford Girls Grammar School:
3 A Levels, 1 A/S Level & 9 GCSE's