



# Roy Fayinka

Senior Art Director

Ryde, UK

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## Links

[Website](#)

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## Languages

English (Fluent)

## About

- Credible history of leading the planning, development, and delivery of design projects, including the layout of all informative in-store, TVCs, and social/POS material for client/partner brands, whilst consistently driving client satisfaction and retention.
- Instrumental in maximising innovation, product strategy, assortment, and storytelling, while interpreting consumer needs into digital designs and inspired products with remarkable UX for transforming ideas into profitable ventures.
- Excel at improving overall marketing efforts, including print/digital tactics, social media, advertisements, and integrated campaigns through visual ideas and creative concept production.
- Adept at building, coaching, and leading diverse teams to provide unified client experiences on the brand's digital platforms.
- Equipped with solid technical proficiency in Adobe Illustrator, InDesign, Photoshop, and Acrobat.
- Proven capability to liaise with clients/technology teams, direct photo shoots, and negotiate with suppliers and vendors.

### BRANDS WORKED WITH

Finnemore & Field London

M&C Saatchi

Ogily New Zealand

Riflexx Limited

Saatchi & Saatchi

SIGNET

Sodexo

Solutions BY Design London

Vectone Group Holding Limited London

## Experience



### Contract Senior Art Director

SIGNET | Apr 2015 - Mar 2021

Supported the in-house graphics team, comprising eight members with the design of brochures, catalogues, logos, websites, press, DM, packaging, and POS graphics for several well-established retail brands. Briefed the Head of Marketing on end-to-end creative activities. Created new design themes for impactful, eye-catching marketing and collateral material. Delivered rough sketches and worked with layouts ready for print by utilising illustrative abilities. Achieved targeted goals by cross-functionally collaborating with printers, copywriters, photographers, illustrators, designers, web developers, and marketing specialists.

- Saved costs on total budgets by transitioning the design of all brochures and catalogues in-house.
- Designed H. Samuel Christmas catalogue and POS in 2017.
- Revamped Amanda Wakeley adverts for the press, as well as the layout and design of Ernest Jones and H. Samuel Prestige brochures.

Notable Clients: Ernest Jones, H Samuel, Amanda Wakeley, Vera Wang, Emmy London, and Neil Lane.



### Contract Senior Design Manager

Sodexo | Apr 2015 - Mar 2016

Created visual ideas and concepts related to integrated marketing campaigns for several Sodexo brands in conjunction with the graphic design team, comprising three employees, whilst reporting to the Head of Art. Assembled compelling and eye-catching information graphics when designing newsletters on behalf of clients. Organised client meetings to discuss client requirements and business objectives, liaising actively with clients throughout projects to create a vision and conceive designs.

- Prioritised, managed, and delivered graphic design projects within agreed timelines at optimal client satisfaction levels.
- Led the rebranding of the Aspretto coffee, producing new ideas/concepts and developing design briefs as per time and cost restrictions.

Notable Clients: Aspretto Coffee, Sodexo Health Food, Defence Force, The UK and The Armed forces.

- **Creative Director / Owner**

Riflexx Limited | Feb 2013 - Feb 2016

Established and managed an online web company to produce ethnic prints for canvases and T-Shirts. Steered the creation of new design themes for marketing and collateral material.

- Maximised client acquisition, satisfaction, and retention through the delivery of high-quality work at all times.

- **Creative Director**

Vectone Group Holding Limited London | Feb 2010 - May 2013

Set up and manage a team of 6 Digital and print Designers, working across website, press, DM and POS.

Clients: Vectone mobile, Delight mobile, Chillitalk, Unitedfone as a part of the Mundio Group.

- **Senior Art Director**

| Feb 2008 - Jun 2010

Contracting in Auckland New Zealand on branding and communication across digital, print, POS DM and TV.

Clients: Y&R, Hot Mustard, Puredepth, Blackwood Communications, Avanti, Parbury/Silestone.

Achievements: Won Avanti bike contract for Tour de France 2009 at Blackwood Communications.

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- **Creative Director**

Ogily New Zealand | Jun 2007 - Sep 2008

Creative Head of retail accounts. Oversee all projects from start to finish ranging from website design, press, catalogues, photo shoots, POS and Tv for some of the largest retail accounts in New Zealand.

Clients: Briscoes, Rebel Sport, Holden Cars, Urban Loft, Countdown, Foodtown, Woolworths.

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- **Senior Art Director**

M&C Saatchi | Feb 1995 - May 2007

Produce solid price lead campaigns for The Dixons Stores Group.

Clients: PC World, Dixons, Currys, And The Link.



- **Art Director**

Saatchi & Saatchi | Feb 1994 - Aug 1995

Worked closely with my copywriter on national press campaigns and directing photo shoots.

Clients: The Dixons Stores Group (DSG).

- **Art Director**

Finnemore & Field London | Sep 1991 - Feb 1994

Set up and manage in-house creative and photography design and print.

Clients: Sony, Dixons, Currys, Argos, Hornby Toys, Mint & Boxed Toys, and Costswold Woollens.

- **Art Director**

Solutions BY Design London | Feb 1990 - Jul 1991

Working independently producing concepts and design for corporate literature.

Clients: Cable and Wireless, Great Ormond Street Hospital, Lloyd Bow-maker, Massey Ferguson.

## Education & Training

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- 1984 - 1986 ● **Hounslow Borough College London**  
HND in Advertising and Design, Advertising and Design
- 1982 - 1984 ● **Cumbria College of Art and Design**  
OND in Art & Design, Art & Design