



Katie Scanlon

Freelance Designer, Art Director

Bristol, UK

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Links

[Website](#) [LinkedIn](#)

[Instagram](#)

Languages

English (Native)

French (Fluent)

German (Basic)

About

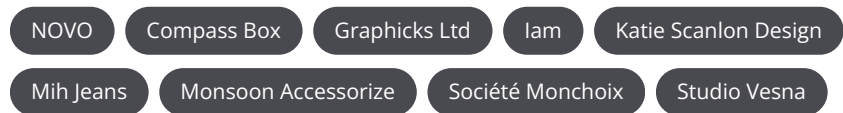
Designer in the fields of fashion, beauty, lifestyle and conscious brands.

From sustainable fashion labels to fairtrade small batch tea brands, I work with independent businesses and boutique brands who believe in high quality design and who strive to implement positive change.

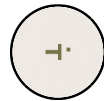
I also occasionally freelance for agencies and design teams catering to the luxury and conscious markets.

Select Clients: CAES, ASCENO, M.i.h Jeans, KHOEO, LNDR, Compass Box Whisky, Contemporary Art Society.

BRANDS WORKED WITH



Experience



● Freelance Designer and Art Director

Studio Vesna | May 2021 - Now

Designing for future proof, ethical and considered brands across Lifestyle and Fashion, I assist the Creative Director and Founder across various brands and design tasks. Key ongoing work includes art directing and designing social media and digital content for a luxury and sustainable sleep lifestyle brand, Sleep Atelier who aims for 'a future where good sleep is not a luxury but a necessity.' Key Responsibilities: Editorial and Layout design (across Lookbooks, Publications, Pitches, Invitations) Social Media (content creation, design and management) Presentation design, Print and Packaging, Website updates, Mailers, Retouching and Cropping shoot imagery for E-comm platforms, Artworking. Clients include: Sleep Atelier, Wolf and Zephyr, K&H Comms, KHOEO.

● Designer

Katie Scanlon Design | Jan 2020 - Now

Design for premium and conscious brands across fashion, beauty and lifestyle, food and drink. Brand identity + Art direction Editorial + Print Signage + Spatial Digital + Social Clients: CAES, ASCENO, Contemporary Art Society.

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● Freelance Designer

Compass Box | Jan 2021 - May 2021

Working for a brand whose motto is to 'please drink creatively' and to make the world of whisky a more interesting and inclusive place. There I assisted in forming the creative behind each campaign with every new whisky release, and designed the roll-out - project managing each task and liaising with the in house Marketing team. Key Responsibilities: Designing Campaigns, Website assets, Social media content, Marketing deliverables, As well as printed assets like limited edition packaging.

● Graphic Designer

Graphicks Ltd | Sep 2018 - Nov 2019

Designing in a creative agency catering to primarily the property and F&B sectors, I led the designs for a variety of brand-based projects, from delivering strategy and branding for a staff-focused sub-brand of Brakspear Pubs, to pitching and developing stand out brands and design material for the fast paced property world, aiding the lease of many commercial, residential and retail spaces within in time and budget. Key

duties: brand strategy and design, pitch work, editorial and layout design, promotional material, large-scale graphics, wayfinding, wireframes, presentation design, research, artworking. Clients include: Brakspear Pubs, JLL, Savills, Grosvenor and Knight Frank.

- **Junior Graphic Designer**

Iam | Feb 2017 - Apr 2018

Working in a branding and interiors agency, I was involved in the innovative and expansive world of brand experience design - with first-hand experience working for plenty of F&B and retail clients, from adorning KFC's stores in neon signage and decorative lightboxes for their environmental refresh, to designing noodle boxes, menus and chopstick sleeves for a Panasian restaurant chain. Key duties: brand identity, environmental strategy and design, concept-level idea generation, naming and tone of voice, print and packaging, presentation design, artworking. Clients include: KFC, Ben & Jerrys, Tampopo, Noo Noodles.



- **Junior Graphic Designer**

Monsoon Accessorize | Mar 2016 - Dec 2016

Creating retail graphics for the British high-street fashion labels whilst ensuring all designs are consistent with the look & feel of both brands respectively. Key duties: in-store signage, POS, garment and accessory packaging, hoardings, window displays, artworking.

- **Creative Intern**

Mih Jeans | Aug 2015 - Nov 2015

Providing general support to the creative department of a womens denimwear label, assisting in marketing, design, pre and postproduction stages. Key duties: moodboards, image retouching, assisting on shoots, model casting, social media strategy, editorial design.

- **Graphic Design Intern**

Société Monchoix | Jun 2014 - Jul 2014

Internship as an in-house designer for a business specialised in personalised home-ware and souvenirs.

- Editorial design,
- Illustrations and repeat patterns
- Pack-shots
- Technical drawing