



Joanna Raynsford

Creative / Art Director | Integrated Graphic & Editorial Designer

London, UK

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Links

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

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Languages

English (Fluent)

About

- Creative Direction —
- Art Direction —
- Graphic Design —
- Editorial Design —
- Photographic Art Direction —
- Brand Creation —
- Branded Content —
- Web Design —
- Pitch work —

BRANDS WORKED WITH

Blouinartinfo Corp Full-Time

Department Store For the Mind Full-Time

Guardian News & Media Full-Time

News Uk Full-Time

Seven Contract

Story Worldwide Full-Time

Experience

Freelance Art Director

| Jun 2010 - Now

- Art Direction
- Branding
- Print
- Digital design

Freelance Creative / Art Director

| May 2008 - Now

- Arcadia Group — Topshop Creative
- The Economist — Intelligent Life
- Eye to Eye Media — Waitrose & Partners
- The Guardian — (Various)
- John Brown Media — John Lewis & Partners / Fortnum & Mason (Various)
- Redwood Publishing — Knight Frank
- SevenC3 — Vitality / Sainsbury's (Various)
- Shortlist Media — Shortlist
- Sunday Publishing — Westfield / John Lewis (Various)
- Waitrose & Partners — Weekend

— Creative / Art director for well-known London design, consumer branded content and contract publishing agencies.

— Employed across a diverse range of publications, liaised with clients, won pitches and successfully created freelance teams to meet controlled deadlines.

[see less](#)

Art Director

News Uk Full-Time | Mar 2018 - Sep 2018

- Responsible for art-direction within the sponsored content department (Bridge Studio) designing all new business pitches and managing studio workflow within a busy art and picture desk.
 - Duties included overseeing the design team and freelance designers whilst being responsible for delivering highly creative and engaging live/pitch work within tight deadlines.
 - Worked across multi platforms and titles: The Sunday Times/Style/Times magazine/The Times Newspaper etc.
- [see less](#)

Freelance Art Director

Department Store For the Mind Full-Time | Jul 2015 - Feb 2018

- A fantastic creative and symbolic online shopping experience created with Sophie Howarth (previous 'School of Life' founder). Supafrank and I created a high-end online concept store and launched two very successful Christmas pop-up shops in Old Street Underground Station.
 - Developed and designed retail products.
 - Created fully integrated solutions.
- see less

- **Weight Watchers Acting Art Director**

Seven Contract | Oct 2014 - Jun 2015

- Redesigned this title with a fresher more accessible approach for the newsstand audience, commissioning all new photographers and illustrators.
 - Responsible for managing a busy design department, organising concepts and shoots with the Head of Photography.
 - Liaised with the Editor to manage concepts/copy and timely delivery of work.
 - Generated innovative layouts and oversaw all production deadlines.
 - Created social media assets.
- see less

- **Lead Designer (Guardian Labs)**

Guardian News & Media Full-Time | Aug 2011 - Sep 2014

- Responsible for managing workflow in the busy design department, delivering highly creative and engaging results.
 - Created pitches from concept to completion.
 - Oversaw a team of freelance designers. Liaised with the Creative Director on special projects.
 - Created fully integrated print and digital solutions.
- see less

- **Art Editor**

Story Worldwide Full-Time | Feb 2007 - Apr 2008

- **Freelance Senior Designer**

| Jul 2006 - Jan 2007

- **Senior Designer**

Blouinartinfo Corp Full-Time | Jan 2005 - Jun 2006

- **Freelance Senior Designer**

| May 2004 - Dec 2004

Education & Training

1997 - 2000

- **Norwich University of the Arts**

Bachelor's Degree, Graphic Design

1996 - 1997

- **Norwich University of the Arts**

Art & Design Foundation,