



# Anthony Mee

Lead Visual Director at SiennaBee

London, UK

[Portfolio link](#)

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## Links

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

[Instagram](#)

## Languages

English (Fluent)

Italian (Basic)

## About

An internationally experienced and commercially minded Visual Co-Ordinator/Graphic Designer with over 8 years' proven history. I have a passion for seasonal, graphic and print design and am skilled in building and maintaining strong brand identity including developing and implementing branding and marketing communications campaigns. I have inspired teams to produce cohesive collections through collaborative working and had an essential role implementing design project with various Fashion companies and design houses. My work begins with the formulation of ideas, design concepts through to implementation of sample collections and finally the promotion and marketing of said designs via visual and commercial representation. Fashion Design | Women's wear | Men's wear | Children's wear | Artistic Direction | Illustrator | Photoshop | Leadership | Commercial | Marketing | Branding | Print Design | Client Management My Portfolio website is <https://killeranthony2.wixsite.com/website>

### BRANDS WORKED WITH

Artistic Director/designer At Je Suis le Fleur Womenswear/m2e Menswear

Arts Educational Schools London

Dsobey

Energie/miss Sixty Childrens Wear

Freequency Boyswear

Kor@kor Womenswear

National Express

Peabody Housing Authority

Siennabee.....Check Out [www.anthonymeedesign.com](http://www.anthonymeedesign.com)

Sienna Womenswear

Theatretrain

## Experience

- **Artistic Director, Graphic Designer, Fashion specialist**  
Dsobey | Oct 2020 - Now
- **Graphic Designer/Visual Co-Ordinator**  
Siennabee.....Check Out [www.anthonymeedesign.com](http://www.anthonymeedesign.com) | Jan 2013 - Now
  - Designing elite, affordable womenswear.
  - Reporting to Managing Director, my responsibilities included:
  - Creating all print and graphics for the collections including pronto
  - Marketing responsibilities including designing promotional material and social media content
  - Acting as a consultant for look books to ensure presentation reflects brand identity.
  - Researched current and emerging art and graphic design technologies.
  - Delivered production ready graphics in HTML and CSS for all marketing assets.
  - Created aesthetically-pleasing advertisements that complemented the products.
  - Coordinated translation of labels and sales materials.
  - Updated and maintained graphics library records.
  - Generated new ideas with limited direction and varied internal client needs.
  - Designed advertisements, tradeshow banners and signage from concept through completion.
  - Designed new on-brand visual elements to effectively convey concepts and messaging.
  - Designed art and copy layouts for direct mail advertising material. Suggested styling techniques to video production team.
- **DESIGN AND VISUAL CO-ORDINATOR**  
Artistic Director/designer At Je Suis le Fleur Womenswear/m2e Menswear | Jan 2014 - Mar 2018  
The Je Suis le Fleur brand is based around elegance and sophistication with a modern twist. M2E deal in contemporary fashion wear and have a

unique, individual style, my responsibilities include:

- Overseeing all aspects of my own brand, M2E
- Formulating concepts and designing full seasonal collections accordingly
- Fully responsible for determining the look and feel of promotional and social media content
- Understanding and interpreting design briefs and mood boards
- Working closely with clients to ensure collections satisfy their unique requirements
- Regularly reporting and delivering presentations to the Owner of Je Suis le Fleur
- Overseeing photoshoots and window displays, communicating brand values
- Maintaining a professional attitude and self-motivation within a fast paced fashion environment
- Achievements
- Developing my label, M2E, which is stocked by a London based store - [www.m2eman.com](http://www.m2eman.com)
- Excellent levels of sales every season with Je Suis le Fleur

### ● Designer and Graphic Artist

Freequency Boyswear | Sep 2013 - Apr 2014

Working for a cool new streetwear brand, my responsibilities included: Conceptualising and producing all prints to be used, ensuring demographic appeal Using market knowledge to ensure designs engage the target market Designing all promotional materials for the collection Achieving high levels of sales for the first collection

### ● Creative Art Director

Kor@kor Womenswear | Mar 2012 - Jun 2014

Designing elite, affordable womenswear. Reporting to Managing Director, my responsibilities included: Creating all print and graphics for the collections including pronto Marketing responsibilities including designing promotional material and social media content Acting as a consultant for look books to ensure presentation reflects brand identity

### ● Graphic Designer

Sienna Womenswear | Jan 2012 - Jan 2013

Co-founder of this vibrant company, my responsibilities included: Creating full collections from concept stages to completion Ensuring collections reflect current trends and appeal to modern women Liaising with a wide variety of internal and external stakeholders including buyers and accounts

### ● Co-Designer

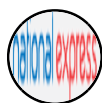
Energie/miss Sixty Childrens Wear | Sep 2010 - Jun 2012

Energie is an urban casual brand based around creative and experimental design. Miss Sixty is a well known high street brand, my responsibilities included: Creating collections in line with each brand ideal, ensuring each distinctive look is represented Taking ownership of all print design and graphics

### ● Customer Service Officer

Peabody Housing Authority | Aug 2008 - Jun 2010

My responsibilities included assisting with tenant enquiries and repair requests



### ● Team Leader

National Express | Mar 2006 - Jun 2008

My responsibilities included leading staff to provide an excellent service and maximise revenue



### ● Manager

Theatretrain | Aug 2000 - Dec 2005

My responsibilities included: Accountable for running, organisation, admin, finance and management of two theatre schools Managing staff and teaching 6-16 year olds



- **Fitness Coach**

Arts Educational Schools London | Jan 1999 - Jul 2003

Coaching dance and theatre students in ability appropriate exercise and nutrition

## **Education & Training**

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2010 - 2013 ● **University of East London**

Dip, Photoshop, Illustrator

1989 - 1992 ● **Trinity Laban**

Merit, Bachelor's Degree, Dance Theatre

1988 - 1989 ● **St Helens College**

Distinction, Expressive Arts Course, Dance Drama Art