



# Jane Walker

Freelance Creative Director

📍 London, UK

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[Website](#) [Blog](#)

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## Languages

English (Fluent)

## About

I am a talented Creative Director with a vast client list delivering print and digital campaigns in the fashion, beauty, lifestyle, business, travel, luxury and sports sectors. As the design lead, I have firm experience presenting visual ideas and inspiring clients with contemporary art direction, skilled at managing multiple projects, delivering them on brand and budget. A confident, client-facing team-leader, I keep ahead of design trends and innovations to ensure every project exceeds expectations. I am a hugely resourceful and professional designer, a strategic thinker and exceptional communicator with a skill set spanning every aspect of creative production.

### BRANDS WORKED WITH

Freelance

Twenty Twenty House of Design

WordWide Ltd.

## Experience

### ● Creative Director

Twenty Twenty House of Design | Mar 2016 - Now

. Creating and managing campaigns from brief to delivery with exceptional ROI producing visual and digital content that are the sole marketing tool for my clients . Working directly with key stakeholders to understand their marketing objectives and drive the direction of multi-faceted projects . Brand Ambassador building a library of assets for every design touch point across the business . Confident pitching, answering detailed queries and taking clients through a creative process step-by-step to ensure maximum exposure to the brief . Proficient Account Manager leading budgets, schedules and distribution for multimedia design projects . Creative Director producing storyboards, sourcing locations, model casting, negotiating costs, contracts and image usage for editorials and video . Shoot day Art Director organising call sheets, location managers and the creative team to deliver exquisite images and video both in the UK and Europe . Commission and mentor the finest creative team for projects hand picking Editors, Sub-Editors, Designers, Photographers and Illustrators . Designing with and inspiring a team of creatives to produce ahead-of-trend brand ideas for retail including photography, magazines, editorials, social media campaigns, videos and websites . Publishing multi-lingual magazines collaborating with international Designers, Editors and translators to ensure creative direction and copy is on brief and brand . With the photographer, manage post-production, retouching and editing of images and film, purchasing music for motion videos and signing off final assets . Confident in reviewing data and feedback to critique projects and ensure positive outcomes . Proficient in Adobe Creative Suite, Figma, Sketch, Powerpoint, Microsoft, Word/Excel

### ● Freelance Creative Director

Freelance | Jul 2009 - Mar 2016

. Creative consultant and pitch leader for B2C magazines and campaigns in the UK and Europe . Directing and mentoring a pitch-winning design team to deliver engaging customer magazines . Creative lead for photo shoots, commissioning shoot teams, sourcing locations, liaison with model agencies and managing budgets . Production lead, managing print and planning magazine distribution in the UK and Europe . Maintain the highest design trends and techniques to ensure all publications triumph over industry competitor's

### ● Creative Director

WordWide Ltd. | Jul 2005 - Jul 2009

. Visual Team Leader and Pitch Director . Group Design Director working on multiple international magazines and advertorials . Manager of the design studio and freelancers . Working with key stakeholders and Group Editors to ensure publications and design assets are on brand and delivered on time . Sourcing and managing print, distribution, invoicing and budgets

