



Natascha Taylor

Media Maverick

📍 London, UK

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Links

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

Languages

English (Native)

About

Experienced Creative Director with a demonstrated history and in-depth knowledge of the design industry. Media Maverick skilled in Concept Creation, Brand Development, Advertising, and Design. Author. Poet. Illustrator. Visual Communicator.

BRANDS WORKED WITH

- Channel A
- KD Design
- Maggie & Rose
- nischnasch
- Tuch Design
- Wilderness Films, Digital Video Premastering

Experience



● Brand and Design Manager

Maggie & Rose | Jul 2021 - Now

Maggie & Rose has been bringing families together in ways that are creative, educational and fun since 2006, with six family members clubs across London, Hong Kong and mainland China, three London nurseries and an emergent events business. Maggie & Rose remains a leading global lifestyle brand providing an inspiring haven for families to come together in the most beautiful spaces.

Brand Manager and Graphic Design Lead supporting the company and its internal and external stakeholders. Managing the design team, collaborating on projects with colleagues, delegating tasks, maintaining quality and consistency. Adopting a thorough understanding of the brand identity, visual guidelines and overarching strategy, ensuring consistency throughout all projects – improving and developing accordingly.

Core Responsibilities:

Design Direction and Coordination

- Working as the single point of contact for all design requests and delivery for clubs, nursery and HQ
- Management of the design team - motivating and encouraging an environment for
 - growth and success - lead and oversee the creation of designs, concepts, presentations, layouts, etc.
 - Coordinate with all departments and external suppliers, plan production strategies and manage briefs, projects and timelines efficiently and collaboratively
 - Working with stakeholders to manage expectations and deliver effective results

• Prepare all graphics materials to be used across a variety of projects and distributed across a variety of channels/mediums

• Notifying and managing deadlines on the annual cycle of events and publications

Asset Management

• Refining, managing and maintaining effective Asset Management systems for graphics, illustrations, photos and documents

• Archiving, sourcing, updating and delivering assets to team members where required

• Maintaining usage policies and communicating them to all clubs and nurseries

• Maintaining and updating templates, style guides and asset libraries



● Director

nischnasch | Aug 2010 - Now

NISCHNASCH, August 2010 – present

Creative Director/ Account Manager/

Trading as NISCHNASCH Design Studio and Independent Publisher.

Nischnasch provides digital and print solutions; brand development,

identities, POS, packaging, brochures, advertising, print or digital campaigns, websites, microsites, mobile sites, mapping content, wireframes, sitemaps, story boarding, motion graphics, newsletters, copywriting, illustration, ebooks, conversion, animation, editing, retouching, consultation and more for large corporations to small businesses.

Clients Include: Honcho Executive Leadership, Ultimate Asset Global Digital Recruitment (NYC, London, Singapore, Sydney), Megapower Electric Vehicle and Renewable Energy Solutions (Barbados), Piglet Productions, Future Publishing (UK Paintball, Sony, CVG, Games Radar, Total Film, Packard Bell, Samsung, Tech Radar, LG, Panasonic, Disney), Strand Marketing, q Film and Audio Productions, Your Health First, Harley Street Medical Express Clinic, Cumberland Physio and Massage (B.C.), First Click Digital, Venoor, The Furniture Gallery, Fabletics VIP Sportswear, JustFab VIP Fashion, Rebus Signet Rings, A21 Non Profit Organization, Justine Corrie Psychotherapy, Blossom & Branch - The English Garden Company, Natalia Ribbens MakeUp Artistry, Cafe Addis, Kiwi Bird, Paul Woolley Arts, Rocksteady Villa, The Gallant Baker, Knit Whit's Anonymous, Zeshan Qureshi: Unofficial Guide to Passing the OSCEs Series, Karl Ryan, The T-Shirt Store, Grand Central Bar (NZ), Omnicom Media Group (Singapore), Baku Guards Polo (Azerbaijan), Soundtribe Records (Sam Sparro, Natalie Williams) + Publisher/

Developing, marketing, managing and distributing titles.

Successfully launched publication of The Fuzzy Fella, Angry Potato Man, The Beetle Barabus, Willow Wise:

An Unusually Extra Kind of Grey, Willow Wise: Good Ole Bob and the Mysterious Alena Valeida, Willow

Wise: Popagonzzzzzzzzza, Willow Wise: Edmund Fisher's Acceptance, Willow Wise: The Motley Crew

in a Huff, Willow Wise: The Five Bags, Willow Wise: Listen, Willow Wise: 11 Kisses, Willow Wise: The

Key, Willow Wise: Transformation, Willow Wise: A Kingdom of Colour, and First Flight by the Light of the

Yellow Moon. Available through iBooks, Kindle, major online sellers worldwide, Waterstone's bookshops

and popular independents: The Queens Park Bookshop and The Clapham Bookshop.

● Freelance

| Jan 2004 - Jan 2010

Art Director/ Senior Designer /Account Manager

Building strong business relationships, achieving various digital and print solutions. During this period,

I was also commissioned for wedding themes, invites, and announcements. I also began to write and

develop the artwork for several children's stories.

Clients: Architectural Mouldings, Open Doors, Lose to Win, ElliotParr, Xfactor, Clickhaus, Litz Alfonso's Danza Cubana, Disney Europe, ishares, Fresh Air Radio, Alouette, Cactus

Recordings, Cigna International, the BBC, Madrigal People, Lavalife, Esprit Talent Management / +

"Having known and worked with Natascha for many years, I keep coming back to her! She is a complete

joy to work with and her skills and work ethics are second to none! She is hugely talented, very creative

and artistic with a wonderful style... I can highly recommend her and will continue to work with her in

the future."

Tally Parr - Exec Producer at {true}q Ltd.

● art director/ senior designer/account manager

Tuch Design | Jan 2002 - Jan 2003

Tuch Design, London, 2002 - 2003

Art Director/ Senior Designer/Account Manager

Tuch design, a creative communications consultancy with a broad base of disciplines, specializing in graphic design for corporate identity and communications. Working closely with clients in blue chip companies, small businesses and the public sector.

Clients: Aviva, Aon Insurance, The Royal Mint, Cigna International, Pass Global Healthcare / +

"Natascha has been a great member of our team, highly creative and original; inspiring whilst remaining personable and easy going. I would not hesitate to recommend Natascha as a designer / illustrator."

Nigel Tudman - Creative Director at Tuch Design

- **art director/ senior designer**

Channel A | Jan 2000 - Jan 2001

Channel A, London, 2000 - 2001

Art Director/ Senior Designer/

ChannelA, a creative agency in the heart of Soho. A consultancy striving to reinvent, to anticipate trends, to build brands. Specializing in online solutions, identities, packaging, brochures, POS and TV.

Clients: BBC, Procter & Gamble, Home House, British Snowboard, Association, Coral / +

"Natascha proved to be an exemplary member of the team, providing high-quality creative designs to meet business requirements. Her amiable and professional attitude made her a strong asset to the team and enjoyable to work with. Natascha's strength is her creativity and willingness to meet the business requirements set out by the client."

Ashok Rao - Functional Analyst at Umbian Inc.

Colleague from Channel A



- **art director/ senior designer**

KD Design | Jan 1999 - Jan 2000

Art Director/ Senior Designer/

KD Design has been North America's leader in graphic design for theatre, arts and small business campaigns.

Clients: TMG The Marketing Group, (LA& NYC Broadway), Richard Frankel Productions (NYC Broadway), Factory Theatre (Toronto), Buddies in Bad Times Theatre (Toronto) / +

- **senior designer**

Wilderness Films, Digital Video Premastering | Jan 1998 - Jan 1998

Art Director/ Senior Designer/

Working with Wilderness Films, producing a series of DVD titles and sets.

Education & Training

1993 - 1998

- **Alberta University of the Arts**

Bachelor of Design, Visual Communications