



Julia Allen

Design/Creative Director - luxury brands, start ups and scale ups

London, UK

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Links

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

Languages

English (Native)

French (Basic)

About

20 years experience of Design & Art Direction, Campaigns, Creative strategy, Conceptual Design, Print, Digital and Social Design, Branding & Identity, Typography, Editorial - Magazine, Book Design, Marketing Design, Shoot Production, Mentoring and Team Leadership. Extensive Global and Luxury Brand experience.

With a career that spans almost 20 years across branding, commercial, editorial, marketing and advertising, I have enjoyed working with a roster of internationally recognised luxury clients, and esteemed brands. Passionate about visual storytelling; from initial concept and strategy - I create and deliver considered design and imaginative, engaging content. My experience agency and client-side, with clients from start up to global, has given me a unique perspective from which to form a cohesive and holistic creative response.

Selected Clients:

34 MAYFAIR, ANNABEL'S, AQUASCUTUM, BALTHAZAR, BEEFEATER GIN, BREITLING, CBRE, CHIVAS BROTHERS, DEDICA ANTHOLOGY, DIAGEO, DOM PÉRIGNON, DORCHESTER COLLECTION, GIEVES & HAWKES, GOODWOOD, GRAFF DIAMONDS, GROSVENOR ESTATES, HURLINGHAM POLO, J. SHEEKEY, J.P. MORGAN, KILGOUR, KNIGHT FRANK, LALO SPIRIT, LANDSEC, LORO PIANA, MARCUS WATCHES, MSC, NOEMA, NYETIMBER, OMEGA, ORANGE, PAL ZILERI, PAUL SMITH, PERRIER JOUËT, PERNOD RICARD, SCOTT'S, SELFRIDGES, SEXY FISH, SWAROVSKI, THE BIRLEY GROUP, THE CARNEGIE CLUB AT SKIBO CASTLE, THE CORONATION CUP POLO, THE GUARDIAN, THE ROYAL EXCHANGE, THE RUG COMPANY, THE RUN-NYMEDE-ON-THAMES HOTEL, THE TELEGRAPH, THE WEEK, TRIUMPH, TURNBULL & ASSER, UBS, VERSACE, VICTORINOX

2:1 B.A. (Hons) Graphic Design, University of the Arts London.

BRANDS WORKED WITH



Experience



● **Senior Creative Manager**
Nyetimber | Jan 2022 - Now



● **Freelance Art Director**
Construct London | Nov 2021 - Dec 2021



● **Art Director**
Various | Jun 2020 - Dec 2021
06/21 - present
Freelance Design & Art Direction
03/2021 - 06/2021
Freelance Art Director, Winkreative
07/2020 - 03/2021
Freelance roles for property marketing, art direction for private banking and alcohol, packaging design, campaign pitch work, various logos and branding briefs for start-ups.

12/2019 - 7/2020: The Daily Telegraph
Paternity cover - Senior Designer
Responsible for subscription marketing design output; across digital and print titles. Capitalising upon record Pandemic audiences, meant creating strategic campaigns across acquisition and retention - I helped develop a creative strategy of aligned communication for non/subscriber mes-

saging, demonstrating breadth of content and quality of journalism as core principles, with user journey flows redefined to reflect audience segmentation. Paid subscriptions at their highest level in its 160 year history - up 23% YoY.

10/2019 - 11/2019: Freelance Art Direction for pitches - film storyboarding, BTL advertising and OOH campaigns.

4/2019 - 9/2019: The Rug Company
Maternity cover for the Creative Director
Overseeing the studio output of the London and NYC teams (7 designers). With all marketing and creative content generated in-house; brand, digital, advertising, social, marketing, print, events, film, animation, campaign photography, visual merchandising and influencer content. Co-ordination of cross-channel campaign rollout. Budget, scheduling and resourcing.

4/2012 - 4/2019: Show Media
Art Director - Design for print, Digital & Social, Branding, Film, Photography for luxury and esteemed brands

Education & Training

1999 - 2002 ● **University of the Arts London**
Bachelor of Arts, Graphic Design 2:1