



# Christy Howells

Senior Level Creative/Art Director and Designer

London, UK

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## Languages

English (Native)

## About

I am a resourceful Senior Level Creative with over 20 years in the industry and an ability to successfully filter out the noise while identifying the core concept to be translated into imagery. Strategic thinking has allowed me to overcome many challenging obstacles. I'd like to think that I have the ability to both develop and implement a plan for everything. Skilled in developing high-impact advertising, brand development, multi-channel marketing campaigns, and beautifully crafted designs, with a track record of professional competence, valuing innovation and effectiveness. I adhere to a strict code of conduct when it comes to communicating effectively and leading by example. With effort, determination and consideration, nothing is impossible.

### BRANDS WORKED WITH

- Hanover Saffron
- Herbalife Nutrition
- Imagine Advertising / Bevan Group
- Oxford Information Technologies (Prnewswire Europe)
- Revolver Incorporated
- Silver Banana Design Studio
- Yoko London

## Experience

### ● Senior Level Creative/Art Director and Designer

| Jul 2022 - Now



### ● Senior Creative Herbalife Designer EMEA

Herbalife Nutrition | Aug 2019 - May 2022

Creating highest delivering and standard strong a visual brand the with line in the of areas all aesthetic the of business identity across through Africa and Europe Middle, East . Creative for lead events campaigns Europe, UK across Work closely management teams and, Manage creative on with external product, launches and Middle, Africa and East direction Product project and Marketing, agencies produce and advertising . Brand and line the below and above all marketing and Conceptualise video shoots Manage . deliverables all direct art and



### ● Senior Art Director Graphic Designer

Hanover Saffron | Sep 2018 - Aug 2019

Responsible for developing and executing creative concepts and designs for various clients within the fine jewellery sector.

- Regularly liaise with clients to develop a consistant artistic approach and style for each unique project.
- Communicate creative visions and rationale clearly to clients and necessary teams.
- Conceptualise and art direct all creative photoshoots including post production retouching for traditional and digital projects on time and to budget.
- Conceptualise and design various marketing assets across traditional and digital channels.
- Support the delivery of seasonal content, attend castings and photo/video/product shoots, overseeing the production process, including retouching/post production of assets.



### ● Head of Creative

Yoko London | Dec 2014 - Sep 2018

Lead creative direction while responsible for creating, developing and maintaining the brand image within the luxury, fine jewellery sector.

- Conceptualise and design all creative concepts for campaigns across

traditional and digital media.

- Produce above and below the line advertising layouts and formalise final artwork.
- Manage seasonal campaign photoshoots and still photography, arrange castings and photo/video/product shoots, overseeing the production process.
- Oversee image post-production including photo retouching.
- Work closely with senior management and stakeholders ensuring creative visions are clearly communicated.
- Regularly liaise with suppliers to ensure projects are completed on time and to budget.
- Review and approve proofs of printed copy and art materials.

#### KEY ACHIEVEMENTS

- Built a cohesive, recognizable brand image by creating and implementing a brand standard.
- Solely designed and developed e-commerce website.
- Grew substantial social media following from inception by creating high quality campaigns.

### ● **Senior Art Director | Graphic Designer | Founder**

Revolver Incorporated | Sep 2003 - Sep 2014

Founded small boutique agency. Regularly liaising with clients and project teams involved to ensure the best solutions are realised, implemented and delivered. Known for taking a hands-on approach in collaborating with clients and bringing creative concepts to life.

- Develop and deliver creative concepts and designs across all relevant media according to brief requirements.
- Ability to work seamlessly with other project managers and teams.
- Communicate design visions and rationale clearly to clients and necessary teams.
- Manage projects on time and to budget.
- Manage photo shoots on time and to budget.
- Review and approve proofs of printed copy and art materials.
- Supervision of all designers.

Clients include:

- Cape Union Mart (South Africa's leading outdoor retailer)
- Metropolitan Health Group (The largest administrator of medical schemes in South Africa)
- Consequent (IT business solutions for Financial Services)
- System Air (International commercial ventilation developer)
- SAHotrods (Motor industry magazine)
- Woolworths SA (One of South Africa's largest retailers - similar to Marks & Spencer)
- Musketeer Records (Independent record label)
- Black on Orange (Luxury fashion retailer)
- Gavin Rajah (Fashion designer)
- PowerPlastics (Large plastics manufacturer)
- Music Exchange (South Africa's premier music, film and entertainment program)
- Victory Motorcycles (American motorcycle manufacturer)

### ● **Senior Graphic Designer**

Silver Banana Design Studio | Jan 2003 - Aug 2003

Responsible for developing and executing all design requirements.

### ● **Art Director | Graphic Designer**

Imagine Advertising / Bevan Group | Nov 2001 - Dec 2002

Responsible for developing and executing all design and conceptual requirements.

### ● **Web Designer**

Oxford Information Technologies (Prnewswire Europe) | Sep 2000 - Aug 2001

Responsible for developing and executing web designs and other design material for international news corporation, PRNewswire, and its subsidiary companies.

