

SHARON AMISON

Software

Adobe Indesign
Adobe Illustrator
Adobe Photoshop
Microsoft Office
QuarkXpress
Acrobat

Design

Creating seasonal creative concepts,
internal communication branding
and event designs

Page layouts for magazines,
booklets, leaflets, advertisements

Strong attention to detail

Creating mock-ups and presentations

Art direction UK and overseas

Logo and identity design

Web banner and email designs

Award

GMTV Ariel Award - Simply Be (Won Twice)

Contact

Email: sm.amison@gmail.com

Mob: 07976031116

Portfolio

www.sharonamison.com

Experience

2018 - Present UK POS, Lead Creative Designer and Manager

Responsible for social and advertising campaigns, creating engaging content and imagery. Content to be used across all social channels, website and email designs.

Utilising photography skills to provide imagery for website and social use. Creating engaging insitu product imagery using photoshop, saving UKPOS £1000s in photoshoot and reprographic costs.

Creating a monthly editorial magazine and an annual catalogue. From designing concept layouts through to print.

Through the corona pandemic; generated over one million pounds in 2 weeks through social campaigns and email marketing.

Creating large scale wall graphics, internal communication posters, leaflets, certificates, sales and stakeholder presentations.

Taking responsibility for on and offline work produced for all clients, including magazines, lookbooks, leaflets, banners and website mock ups. Ensuring all work is produced on time, to budget and to a high standard.

Producing product logo designs and packaging. Project managed all design assignments, Ensuring all design work produced to promote UKPOS is on-brand and meets brand guidelines.

Mentoring team members to ensure progression and improvement.

2016 - 2018 Matalan, Senior Creative Designer and Manager

Creating seasonal creative concepts, brand and event designs for in store POS, windows and across all omnichannels.

Taking responsibility for on and offline work produced for all clients, including magazines, lookbooks, leaflets, banners and website mock ups.

Project manage all design assignments, ensuring all work is produced on time, to budget and to a high standard.

Ensuring all design work produced to promote Matalan is on-brand and meets brand guidelines.

Managing a team of designers to ensure all work produced meets client brief.

Mentoring team members to ensure progression and improvement.

Responsible for sourcing freelance designers and ensuring marketing briefs and brand guidelines are adhered too.

DESIGNER & ART DIRECTOR

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Experience

2004 - 2016

JD Williams, Designer and Art Director

Simply Be, The Kids Division, Jacamo, Fashion World. Successful creative treatment to publications, booklets, magazines, catalogues, leaflets and marketing material to strict deadlines.

Concept and development to stakeholder pitch and execution.

Responsible for liaising with buying, marketing and e-commerce teams to ensure creative direction is representative of brand value.

Responsible for shoot creative, planning and management of creative team. Responsible for shoot budgets. Reviewing production costs while maximising creative potential.

Extensive Art Direction experience in the UK and abroad.

Creative briefing to stylists and photographers. Responsible for models, photographer and shoot team selection and planning.

Coordinating and overseeing catwalk production for online content.

Plan, brief in and oversea still life imagery from fashion to accessories.

Brief external creative suppliers. Responsible for sourcing freelance designers and ensuring marketing briefs and brand guidelines are adhered too.

2002 - 2004

KMG, Graphic Designer

Clients - Macmillan Cancer Relief, Sue Ryder, Debra, Children in Need

Designing publications, booklets, magazines, leaflets and adverts to strict deadlines.

Interpreting creative briefs and providing practical solutions.

Working effectively under pressure.

2001 - 2002

Prontaprint, Graphic Designer

Designing booklets, magazines, leaflets, posters, advertisements, business cards, flyers for the general public and businesses.

Working under pressure and to short deadlines.

Knowledge of 4 colour print presses, ISDN, Pdf's.

Education

1998 - 2001

Graphic Design 2:1 Upper Class Bachelor's Degree (Hons)
Coventry University

1997 - 1998

Foundation Art and Design National Diploma
Shrewsbury College of Art and Technology

1995 - 1997

Art A-Level
Shrewsbury College

1990 - 1995

9 G.C.S.E's Including Maths, English and Science
Belvidere High School, Shrewsbury