

JONATHAN BRUCE CREATIVE PROFESSIONAL

Freelance print, web, digital
and UX designer with 10
years creative experience.

CONTACT DETAILS

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Portfolio: www.jonathanbruce.net

CAREER PROFILE

A minimalist at heart with a passion for beautiful design and a genuine love of authentic brands. I have a confident and collaborative style - engaging, influencing and inspiring in equal measure.

I have an infectious energy and positive attitude, which helps get the best from my work and others, even when the pressure is on and deadlines are tight.

With extensive experience working for and leading in-house design teams for both global industry-leading businesses, and smaller 'start-up' brands, I thrive on the constantly evolving, fast-paced environment.

CAREER ACHIEVEMENTS

- Delivered the global marketing campaign for the biggest and most valuable No7 product launch to date within Boots
- Won a Boots International Excellence Award for 'Best Team'
- Championed brand consistency; created and delivered a strategy and tools for driving global brand consistency for all international markets
- Conceptualised and led monthly trend workshops; sharing ideas and innovations collaboratively across functions
- Lead the IKEA Nottingham design team to be championed as a center of excellence for Graphic Design

SOFTWARE

ADOBE
CREATIVE SUITE
Illustrator
InDesign
Photoshop
Premiere Pro

MICROSOFT
OFFICE
Word
Excel
Powerpoint

OTHERS
Sketch

EDUCATION

2006 - University of Derby -

BA (Hons) Graphic Design - 2:1

2003 - Graphics Foundation Degree - Merit

Art & Design GNVQ

2000 - 9 GCSE's A - C incl. Maths and English

CAREER HISTORY

GOLD COLLAGEN - SEPTEMBER 2015 - SEPTEMBER 2017
HEAD OF CREATIVE

- Shape the visual identity and tone of voice of the brand across all platforms - web, print, in-store, social media, events, packaging, photography and video - Currently in the process of redesigning the logo, packaging and website.
- Introduced and embedded a creative process for all digital and design projects
- Driving collaboration with In-Country Teams and Global Head Office departments
- Define the vision for the creative team; lead, coach and support their development
- Working with in-house Web Developers to implement designs for responsive layouts
- Presenting creative concepts to external clients and internal stakeholders

BOOTS INTERNATIONAL - JULY 2012 - SEPTEMBER 2015
SENIOR GRAPHIC DESIGNER

- Working with the international Brand and Marketing teams to conceptualise and create bespoke marketing campaigns and POS, ATL and digital materials, for brands such as No7
- Supporting the creative direction of brand and product photography; directing photoshoots
- Responsible for creating social media content and online creative assets across all international markets
- Packaging design for internationally exclusive brands
- Building successful working relationships with In-Country Teams and Global Head Office departments
- Manage workload and support the development of two Graphic Designers
- Advise external agencies on creative briefs to ensure brand consistency

THE SIGN ROOM - MAY 2010 - JUNE 2012

FREELANCE GRAPHIC DESIGNER

- Creating brand identities; logo concepts, websites and marketing collateral

IKEA - JUNE 2010 - JULY 2012

GRAPHIC DESIGN SUPERVISOR

NOVEMBER 2007 - JUNE 2010

GRAPHIC DESIGNER

- Responsible for designing in-store communication and external marketing
- Undertook IKEA Wembley, head office re-design and project managing install
- Manage workload and support the development of another Graphic Designer
- Trained Graphic Designers for new IKEA stores