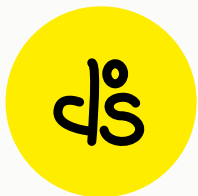




DEBORAH O'SULLIVAN

Senior graphic & brand identity designer with over twenty years of experience within the creative industry. I love to bring a sense of joy and energy to my creative.



Art director (and 6mth interim Design Director) at Cracked Foodservice Marketing Agency | 2022 - Present

Creating campaigns and brand conceptual ideas for the food and drink industry, along with associated sales presentations. Part of my role was to support the creative department.

Designer at LEON Restaurants | 2021 - 2022

Providing branding and designs worked through to artwork for operational and promotional graphic elements, for both in-venue and grocery products.

Project Manager at JK. Interiors | 2020 - 2021

Providing planning and budgeting support for the refurbishment of a portfolio of hotels. Also maintaining the marketing and social media material.

Lead Designer at Summer Day Media | 2019 - 2020

Producing engaging design materials for Rubik's Brand Ltd, Lego and Chobham Adventure Farm.

Brand Director and Lead Designer position held at Flight Club Darts | 2014 - 2018

From initial branding, to roll out, and there on to brand governance. Every element the customer touched was influenced by the brand, and I cared about that greatly. Ongoing responsibilities: Living brand guideline maintenance, venue brand experience audits, reviewing company product alignment with brand values, creation of sub brand logos, creation of any new key visual element for the brand.

2007-2008 & 2010-2014 Brand & Graphic Designer Underground

BLC: Design and art direction for; Lawrence Graham Annual review, RICS product brochures, Hormel packaging, Coca-cola health drinks. *Creative Director: Neville Portelli*

2009-2010 Designer at River Publishing: Art direction for Superdrug POS & Dare magazine

2008 Designer at Billington Cartmell: Design for brands; Morrisons, Ribena, Samsung, Bacardi

2008 Designer at Foam: Wine labelling for Berberana

2006-2008 Designer at Meteorite: Design and Art direction for; Costa, Bombay Sapphire & Homebase

2004-2006 Art Director at Alcone Marketing Group:

Concepts where integral to all designs produced. Working along side copy writers to produce marketing campaigns, POS and print collateral for; Sony, IMS, Brewsters, LG, P&G, Volvic and Lovefilm. *Creative Director: James King*

2002-2004 Junior Designer at Mirror Image: My key projects of this time were; Numerous items of consumer collateral for Vodafone, Branding Voyage Care & Packaging design for Wella. *Creative Director: Nick Ovenden*

SKILLS

Advertorials
Animated Gifs
Annual reviews
Art direction
Branding
Brochures
Email styling
Exhibition design
Labeling
Leaflets
Logo design
Menu design
Packaging
Planning
POS
Posters
Presentation styling
Retouching
Stationery
Typesetting
Website styling

PACKAGES

Adobe CC Illustrator
Adobe CC Indesign
Adobe CC Photoshop
Adobe CC After Effects
Canva
Excel
Exclaimer
Figma
Frontify
Google Sheets
Mailchimp
Microsoft 365
Powerpoint
Synergist
Trello
Wix
Word

EDUCATION

2:1 Honors Degree in Visual Communications obtained at The Surrey Institute of Art & Design (**1999-2002**)
A-LEVELS in Psychology, Design Technology and Photography at Reigate College (**1996-1998**)

PORTFOLIO

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[@deborah_o_sullivan](https://www.instagram.com/deborah_o_sullivan)