

JOANNA BIRD

CURRICULUM VITAE

Design Director  
& Multidisciplinary Designer

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## CONTACT

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## PROFILE

I am a Design Director and Senior Multidisciplinary Designer with a meticulous eye for detail and a love for data. I have worked in London for the last ten years, with a background in full-service creative agencies, B2B marketing and publishers working across branding, data visualisation, digital experiences, 360 marketing campaigns and editorial design. Through my career I've progressed from Intern and Junior Designer to Design Director, now thriving in hands-on leadership positions in creative teams. My philosophy when it comes to design is a refusal to believe in "dull". I believe all content can be compelling when built around the right strategy and leveraged by great design.

I've collaborated with a range of well-known clients from The Times, Schrodgers, IBM, Google and Refinitiv to transform challenging content into design executions that achieve business goals. Combined with a love for strategy, I use a unique and adaptable design style to solve the creative challenges presented by even the most unusual brief. I work with a flexible, collaborative approach with team members and senior stakeholders alike, and place a high value on growth and mentoring my team.

I believe in working with (and challenging) my clients to develop innovative and memorable design solutions that hone their competitive edge across both print and digital mediums.

[Download my portfolio here](#)

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## EDUCATION

University for the Creative Arts - Epsom  
**BA (Hons) Graphic Design**

University of the Arts - Wimbledon  
**Foundation Diploma In Art and Design**

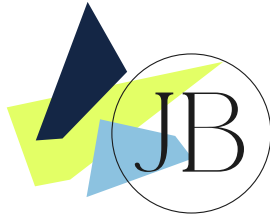
## EXPERIENCE

**Design Director**  
**November 2021 - May 2023**  
**The Raconteur Group (Raconteur | alan Agency | Sectorlight)**

Upon a merger I took on a Design Director role reporting to the Chief Creative Officer. I was responsible for leading and overseeing a team of designers and artworkers across a range of projects in addition to a hands-on design role.

### My role included:

- Conceptualising and visualising creative work for design proposals/RFPs, leading the creative team across development
- Executing design concepts across any necessary platform, including digital and motion
- Presenting design concepts to clients and senior stakeholders, while advocating for the business value of good design
- Cultivating and reinforcing a strong understanding of the crucial link between design and strategy
- Directing a team of designers and illustrators across various experience levels and disciplines
- Commissioning and art directing illustrators, photographers, and motion graphics designers
- Working to produce wireframes, high fidelity prototypes, motion concepts and style guides for developer handover
- Producing storyboards and concepts for motion graphics
- Mentoring and training junior members of the design team
- Interviewing and hiring for new roles
- Liaising with Account Managers, Strategists and Creative Directors to assess creative concepts, project budgets and hours
- Print production, management and overall quality control of design output



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## SOFTWARE

Adobe Creative Suite  
InDesign  
Photoshop  
Illustrator  
After Effects

Figma  
Sketch  
Adobe XD

Microsoft Office Suite  
Google Workspace Suite

## DISCIPLINES

UX/UI design  
Data visualisation  
Editorial design & layout  
Brand strategy & visual identity  
Storyboarding  
Motion graphics & animation  
Illustration  
Print design and production  
Typography

## AWARDS & ACHIEVEMENTS

**The Drum Awards 2019**  
Finalist - Print Design Category

**The City Goldmine Awards 2018**  
Winner - Best Digital Content

**The Property Marketing Awards 2017**  
Winner - Best Marketing Campaign, Alternative Asset Class

**The Creative Pool Annual 2019**  
Judge - Graphic Category

THANK YOU  
FOR YOUR  
CONSIDERATION

## EXPERIENCE

**Art Director**  
**February 2018 - November 2021**  
**Raconteur**

Reporting to the Head of Design, I was responsible for the visual output across the organisation, articulating overall vision and leading a team of designers across a varied range of projects. A key element of my role was to present directly to clients, both at pitch stage and after developing creative concepts.

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**Senior Designer**  
**April 2017 - February 2018**  
**Raconteur**

Reporting to the Art Director, I worked to head up a team of six other designers across projects in Raconteur's Special Reports, Custom Publishing and Marketing divisions. My work also helped to support the development of Raconteur's new Digital team, with the launch of products across digital special reports, interactive infographics, social, and other branded digital content.

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**Senior Designer**  
**May 2015 - April 2017**  
**Surgery&Redcow**

Upon a merger with a larger studio, I worked to support two Creative Directors and an Art Director with the integration of two creative teams. I was responsible for working with and directing the team of designers across a range of projects. I was tasked to oversee large-scale projects from beginning to end by conceptualising and executing design solutions across any necessary platform.

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**Mid-Weight Designer**  
**October 2013 - May 2015**  
**The Design Surgery**

I was able to progress within the agency, taking on a higher level of responsibility by taking ownership of larger, long-term projects and building client relationships through presentations, pitches and proposals for creative solutions.

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**Junior Designer**  
**October 2012 - October 2013**  
**The Design Surgery**

Following an internship, I was invited to work at The Design Surgery on a permanent basis, continuing to support the senior designers and develop solutions with the wider team. Projects varied from illustration and editorial to infographics and print design.