



PAUL JOEL

CREATIVE / ART DIRECTOR / DESIGNER

ONLINE PORTFOLIO

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EMAIL

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MOBILE

07920 403 459



KNOWLEDGE

Creative strategy, creative thinking, conceptual thinking, strategic thinking, creative problem-solving, art directing, graphic design, interaction design, illustration, art working, UI & UX, video editing, colour theory, typography, printing, Wacom, GREP.

SOFTWARE

- Adobe InDesign ●●●●●
- Adobe Photoshop ●●●●●
- Adobe Illustrator ●●●●●
- Adobe XD ●●●●●
- Adobe After Effects ●●●●●
- Adobe Acrobat ●●●●●
- Figma ●●●●●
- Pages ●●●●●
- Numbers ●●●●●
- Keynote ●●●●●
- Word ●●●●●
- PowerPoint ●●●●●
- Excel ●●●●●

BIO

Passionate | Creative | Innovative | Motivated | Disciplined | Organised | Responsible | Helpful

I am a passionate and highly motivated creative professional with exceptional command of visual and communication design principles, who surpasses client expectations with outstanding end results. I have over nine years' experience working as a Graphic Designer and Art Director in both in-house and agency roles in the following sectors: construction, charity, hospitality, publishing, and printing. I have designed for both B2B and B2C audiences using mediums such as print, online and digital, for corporate communications, marketing, publishing, and events. I am looking for a role where I can best use my creative problem-solving skills, my creative strategies and conceptual thinking to create extraordinary and inspiring work. My references are available upon request.

EMPLOYMENT

Construction | Charity | Hospitality | Creative agency | Publishing | Printing

- Dec 2020** **VINCI Construction UK | Construction | Watford**
Graphic Designer
Working across a range of media, creating marketing and communication collateral from design concept to final product.
- Oct 2017** **The Chartered Quality Institute | Charity | London**
Editorial Designer (Freelance)
Designing and editing 'Quality World', a monthly members' magazine, whilst generating new ideas and commissioning Illustrators for the magazine features.
- Jul 2015** **Amazing Venues | Hospitality | Stokenchurch**
Graphic Designer (Contract)
Creating innovative designs, while refining existing work for print and online use to market the brand.
- Jan 2015** **Campaign Works | Creative Agency | Hatfield**
Conceptual Designer / Art Director (Contract)
Conceptualising ideas for print and screen use for large and high profile clients.
- Nov 2014** **Lyceum | Publishing | London**
Art Director / Designer
Designing 'Bluff Europe', the world's number one poker magazine and 'Jackpots Review', an online slots games magazine whilst also creating content for marketing and live events.
- Mar 2010** **Prontaprint | Printing | St Albans**
Lead Graphic Designer
Designing content for print and online use for both corporate and private clients.

EDUCATION

Online | University | College

- Present** **LinkedIn Learning**
Continuing Professional Development
- 2007** **University of Hertfordshire**
Graphic Design & Illustration | (BA Hons)
- 2004** **West Herts College**
National Diploma Graphics | Distinction
- 2002** **West Herts College**
GNVQ Art & Design Intermediate | Merit

INTERESTS

Design, art, music, TV, movies, technology, science, psychology, economics, history.