

JANINE POLLARD

SENIOR CREATIVE | DESIGN MANAGER

📍 Atlanta, USA

📞 (404) 462-7800

✉ jaetheartistny@gmail.com

🌐 jaetheartist.com | linkedin.com/in/j9pollard

ABOUT ME

I am a senior graphic designer with over 20+ years of experience in Design and Branding. Over the years, I've built my career on one simple principle, "add value, consistently". I have had the opportunity to work within a diverse range of industries, managing a portfolio of international brands to help them achieve their creative, strategic and corporate goals. My specialties lie in Design, Corporate Identity, Brand Development and Brand Strategy. Highly motivated with a unique mix of creative and business acumen and an eye for detail. Strong computing skills and confidence to present and explain ideas and concepts. Seeking a position where I could use my creative and problem solving skills at a high professional level.

Oh, and I love me some music!

SKILLS

Systematic Research & Development
Design Strategy and Process
Design Organization and Support
User Interface / User Experience Design

SOFTWARE

Illustrator
InDesign
Photoshop

Keynote
Microsoft Office
PC & Macintosh Platforms

EDUCATION

- 2007-2008 **BRUNEL UNIVERSITY**
Master's Degree in Design and Branding Strategy (with Merit)
- 2000-2002 **BARBADOS COMMUNITY COLLEGE**
Bachelor's Degree (with Hons) in Graphic Design
- 1998-2000 **BARBADOS COMMUNITY COLLEGE**
Associate Degree in Graphic Design

EXPERIENCE

SR. GRAPHIC DESIGNER | DESIGN MANAGER (BARBADOS, WI)
VIRGO COMMUNICATIONS INC.
OCT 2010 - PRESENT

Collaborated with design studios and cross-functional teams to craft creative solutions for clients such as Colgate, Virgin Atlantic, Louis Vuitton, Burberry among others.

Devised design solutions involving branding, web design, print production and social media across multiple platforms.

Designed a complete political campaign for the Barbados Elections; spearheaded the planning and created the design for the local convention magazine.

Lead and managed daily production, facilitated meetings with team colleagues, and ensured consistent adherence to brand and style guidelines, client specifications, and deadlines.

ACCOUNT EXECUTIVE (LONDON, UK)
APRIL-SIX
MAR-JULY 2010

Liaising with clients to ascertain their design and marketing needs and communicate project status with them.

Managing the design process with client, ensuring schedules are issued, contact reports supplied post conference calls/presentations/meetings and costs are approved for all work.

Giving advice and help to clients in formulating their requests, especially in the areas of branding and production.

Ensuring all client briefs are written clearly and concisely for the copy, design, production and digital team.

Proof-reading all printed and online communication materials, ensuring they are updated with the latest product changes. Supporting client service team with research, project management and strategic plans.

SERVICE MANAGER (LONDON, UK)
VIRGIN ACTIVE
MAR 2009-DEC 2010

Managing the effective implementation and execution of the company's brand standards.

Ensuring all service operations are set for optimum results.

Driving best practice, creating new processes and ensuring a full understanding of the Virgin Brand.

Monitoring improvements of all departments.

Developing customer service procedures, policies and standards for the company.

Taking a central role in ensuring the member journey is constantly convenient and enjoyable.

Investigating and rectifying all potential issues by exceeding all customer expectations.

Communicating courteously with customers by telephone, email, letter and face to face.

Dealing with and supervising club staff, recruitment and appraisals.