

Janine Pollard

Senior Creative Strategist & Multidisciplinary Designer

(770) 568-5624
jaetheartistny@gmail.com
jaetheartist.com
www.linkedin.com/in/jgpollard

I am a Senior Creative Strategist with 27+ years of experience in Design, Branding, and Brand Strategy. My career has been built on one guiding principle: "Add value, consistently." Throughout my journey, I've had the privilege of collaborating across diverse industries and managing a broad portfolio of international brands, driving them to achieve their creative, strategic, and corporate objectives. I specialize in Design, Corporate Identity, Brand Development, and Brand Strategy, leveraging a unique combination of creative vision and sharp business insight. With a keen eye for detail, I am driven by a passion for delivering innovative solutions that align with both brand values and market goals. My strong technical proficiency complements my ability to effectively present and articulate ideas to clients and stakeholders.

Education

2007-2008	Brunel University Master's Degree in Design and Branding Strategy (with Merit)
2000-2002	Barbados Community College Bachelor's Degree in Graphic Design (with Honors)
1998-2000	Barbados Community College Associate Degree in Graphic Design

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.

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.

Experience

Sr. Graphic Designer (Atlanta, GA) Hexagon Marketing | Oct 2022 – Present

Responsible for design, development, execution, and production of global marketing to support Hexagon, its divisions, the new brand refresh and the 2023 and 2025 Hexagon LIVE conference in Nevada, Las Vegas.

Working closely with divisional marketing leads in the planning, creative development, execution, and production of thought leadership reports.

Ensuring creative aligns with brand standards and follow marketing compliance guidelines, and are delivered within defined timelines and an approved budget.

Pioneered and executed corporate's first paid digital campaign which focussed on autonomy in the construction industry. The results were a huge success and brought significant awareness to the Hexagon brand.

Sr. Graphic Designer | Design Manager (Barbados, W.I.) Virgo Communications Inc. | OCT 2010 – OCT 2022

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

Service Manager (London, UK) Virgin Active | Mar 2009 – Dec 2010

Managing the effective implementation and execution of the company's brand standards and ensuring all service operations are set for optimum results.

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.

Art Worker/Graphic Designer (London, UK) Drayton Press | Oct – Dec 2008

Using a system called Express Workflow to make plates. Copying lettering, lines, or designs, and retouching artwork. Take a designed layout and make sure that it is pre-press ready. Use of high-end knowledge print production issues such as colour reproduction theory, trapping and ink density. Using innovation to redefine a design brief within the constraints of cost and time. Proofreading to produce accurate and high-quality work.

Alumni Calling Campaign (London, UK) Brunel University | June – July 2009

Professional fundraising and affinity-building. Telephoning and updating alumni contact details using Telewizard 5.4 application. Articulating the purpose and goals of the campaign and proposing an monetary amount for donation. Promoting opportunities to alumni supporters to form a strong and sustainable community of giving.

Janine Pollard

Senior Creative Strategist & Multidisciplinary Designer

(770) 568-5624
jaetheartistny@gmail.com
jaetheartist.com
www.linkedin.com/in/jgpollard

Graphic Designer (Barbados, W.I.)

Soje/Lonsdale Communications Inc. | 2003 – 2007

Meeting clients and Account Executives to discuss the business requirements of the job. Interpreting the client's business needs and developing a concept to suit their purpose.

Estimating the time required to complete the work and providing quotes for clients.

Thinking creatively to produce new ideas and concepts. Using innovation to redefine a design brief within the constraints of cost and time.

Presenting finalised ideas and concepts to clients and Account Managers. Working with a wide range of media, including photography and digital media.

Contributing ideas and design artwork to the overall brief. Demonstrating illustrative skills with rough sketches.

Keeping abreast of emerging technologies in new media, particularly design programmes such as InDesign, Illustrator and Photoshop.

Multi-disciplinary collaboration with printers, copywriters, photographers, other designers, Account Executives, web developers and marketing specialists.

Skills

Professional

Creative Problem Solving
Systematic Research & Development
Design Thinking and Strategy

Design Organization and Support
Client Service
Cross-functional Collaboration
Sales and Marketing
Project and Time Management

Technical Proficiencies

Illustrator
InDesign
Photoshop
Ceros

Foleon
Figma (Learning)
Keynote
Microsoft Office
PC & Macintosh Platforms

Awards

Content Marketing Awards - Gold, Silver
Caribbean ADDY Awards - Gold, Silver

Activities

Music

Guitarist
Vocalist
Music Industry Business

Sports

Lawn Tennis
Swimming

Creative

Photography
Painting
Drawing
Illustration
Digital
Social Media Design
Video
Animation
Multimedia
