

SKILLS

PC and Mac

Adobe CC:

Illustrator
InDesign
Photoshop
Acrobat Pro

Microsoft Office

HTML / CSS (basic)

Wordpress
Magento
Custom CMS

Social Media:

Facebook Pages
Twitter
Instagram
Pinterest

Photography
Image cataloguing

EDUCATION

MA Graphic Design
(Pass), University of
the Arts London, 2012

BA Art History (2:1),
Goldsmiths College,
University of London,
2004

A level English
Literature (B), Media
Studies (A), French
(E), Essex, 2001

GCSEs 11 x A*-C,
Essex, 1999

HELLO, I'M LEESE.

Hard-working, organised and proactive graphic designer with over 10 years experience in marketing and communications. Skilled at generating campaign ideas, designing for a variety of audiences and formats, and handling multiple projects to short deadlines. Research-led, creatively-driven, keen to get stuck in and learn new things. Passionate about proofreading and crafting engaging copy. Powered by lists (and the occasional coffee).

EMPLOYMENT

Graphics Officer (Contract, maternity cover) - Maidstone Borough Council

www.maidstone.gov.uk Dec 2017-Present

Designing and copywriting for print and digital, including logos and branding, brochures, infographics, magazines, leaflets, stationery, adverts, signage, social media graphics and more. Generating campaign ideas from a variety of briefs for both internal and external campaigns. Managing artwork preparation for print and digital. Creating and updating brand guidelines.

Graphic Designer and Illustrator - Freelance

www.lajohnstone.co.uk Aug 2011-Present

Designing and copywriting for print and digital, including logos and branding, apparel, brochures, infographics, leaflets, stationery, adverts, signage, POS, packaging, social media graphics, e-commerce, e-newsletters, mobile apps and more. Sourcing and pitching for projects. Liaising with clients and external suppliers. Generating campaign ideas through to artwork preparation for print and digital. Managing and updating Wordpress website presence. Photography and stock image sourcing. Creating and updating brand guidelines.

Graphic Designer and Social Media Manager - Dirty Fingers Clothing

www.dirtyfingers.co.uk Jan 2012-Nov 2016

Designing and copywriting for print and digital (as above). Generating campaign ideas from a variety of briefs. Managing artwork preparation for print, digital and apparel. Managing and growing social media presence. Overseeing content management system and updating Magento website. Photography and shoot art direction. Liaising with external suppliers. Answering customer service queries.

Design Assistant - Tandridge Trust / Tandridge Leisure Centre

www.tandridgetrust.co.uk May 2011-Jan 2012

Designing and copywriting for print and digital (as above). Contributing to campaign ideas. Managing in-house printing and finishing of materials. Liaising with external suppliers. Photography, sourcing stock images and managing image database. Managing social media presence. Maintaining and developing company and sub-brand websites. Creating and updating brand guidelines.

Communications Officer - Ravensbourne University London

www.rave.ac.uk Jun 2008-May 2011

Writing, editing, proofreading and distributing content for press releases, articles, newsletters, marketing emails, presentations, websites, social media and more. Assisting in developing and implementing communications strategies at senior

INTERESTS

Branding, product design and illustration. Also passionate about representation and diversity in marketing. Outside of work I enjoy pilates, wildlife and animals, crafts, LEGO, and finding ways to entertain my toddler (usually with some combination of the above).

level. Liaising with journalists, maintaining press databases. Advising on brand management, communications messages and design briefs. Liaising with external photographers, designers and suppliers. Photography and managing image library. Managing content and images on intranet and website. Carrying out ad hoc graphic design tasks (print and digital).

Communications Administrator / PA to Director - Design Museum
www.designmuseum.org Jan 2008-Jun 2008

Writing press releases, articles and newsletters. Liaising with journalists. Updating website, managing image library / media coverage archive. PA / hospitality duties and organising exhibition private views / press events.

Various PA / Admin roles May 2004-Dec 2007

REFERENCES AVAILABLE ON REQUEST

Here's a quick selection of my work
 Please visit lajohnstone.co.uk to see more

