

Rebecca Sawyer - Curriculum Vitae

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Education

Cardiff School of Art and Design

September 2011 - June 2014

BA (Hons) Graphic Communication.

Graduating with a 1st Class Hons Degree

Harrogate College

September 2010 - July 2011

Foundation Diploma in Art and Design (Merit)

St Aidans and St John Fishers Associated Sixth Form

September 2008 - July 2010

GCE A Level, Graphic Art, Psychology, and Biology

Employment

Dow Jones (Barron's Group)

Graphic Designer

May 2019 to present

In this role I work with the editorial, events and marketing teams to develop campaigns and marketing collateral across our business. I work with the Art Director on Financial News helping to create our weekly publication covers and the internal advertising for the publication. I also cover the Art Director role when needed and layout spreads within the paper when necessary to support the production team. I work with the custom content and events teams to design assets for our sponsored content. I design everything needed for these events including print and digital assets. Last year I successfully lead the redesign of our custom studios offering which included getting the approval of multiple high level stakeholders. I have also spotted areas in our business where design could have been improved and got backing to reach out to the team and help them improve their design output, these 'pet projects' keep me even busier but its been very successful in improving our social media presence. I also wanted to improve our email template offering and took a coding course to learn how I could alter our templates this has also really helped my design work with the development team as I have a better understanding of what they need to create fully functional and beautifully designed emails. Recently I have been taking more of a design direction role in our projects. Leading the design of our new 'Level Up' Women in finance series and the Marketwatch's Mastering your Money series managing the briefing of illustrators and animators for the projects collateral.

I am also a co-lead of the Women@DJ team who organise events for our members, recently a money management talk and a virtual self defence class. We also hold monthly meetings to see what support our staff need and advocate for them. We are currently helping to update our healthcare to include menopause support.

Skills

I have excellent knowledge of Adobe Creative Cloud including After Effects. I am skilled in typographic understanding, publishing layouts, presentation design, vector drawing, photography, videography, food styling, organisation, research, project management and motivational skills. I am a confident, self-motivated, well-organised individual who is an effective team player and able to work independently without direct supervision. Having worked both in small teams and as part of a larger organisation, I am skilled in customer service, teamwork and management. I have excellent interpersonal skills, a great eye for detail, am excellent at time management and prioritising workload.

World Association of Girl Guides and Girl Scouts

Design and Production Manager

March 2017 to May 2019

In this role I provided design and production services across WAGGGS. I worked with the communications team to increase our global profile and influence, to ensure WAGGGS are a globally impactful organisation advocating and delivering change, to benefit girls and young women. I led the design and production of publications. After developing and implementing the brand guidelines I was responsible for the global roll out of the new brand and making sure all new collateral was inline with the charity's new look and aims. I was tasked with generating concepts, visuals and artwork to meet the purpose and audience, in consultation with a wide range of staff and committees to ensure that the brand and strategic messages were supported by effective, consistent graphics.

I liaised with suppliers, freelancers and sourced appropriate, cost effective methods of production. I created key messages for audiences, Membership Organisations (MOs), Corporate partners (UPS, Dove, Nutrition International & lifebouy), donors to ensure brand consistency. I provided images and designs for materials produced by MOs and partners. Often working on multiple projects to tight deadlines it was my responsibility to bring projects to completion in an organised and timely manor without compromising the quality of work or causing undue stress to the other team members. It was my responsibility to problem solve and come up with creative, effective solutions to anything that comes my way. Whilst working at WAGGGS I did major work revamping the merchandising for the organisation bringing a failing online shop inline with the new brand and creating many successful new product lines generating £73,000 of profit in the first six months. I was also given the opportunity to work on projects that were presented and then displayed long term at the UN Commission on the Status of Women in New York.

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Wild Card PR - Digital Designer

January 2016 - March 2017

In this role I created bespoke artwork and content for our clients. Creating content for social media, both from their current collateral and designing new exciting campaigns to engage with followers. This included food photography and styling, stop frame animations, illustrations, and typographic manipulation. I created print adverts for magazines and collateral for events. Along side this I worked on pitches and bids for new clients, including Maldon Sea Salt, New York Bakery Co., Kitchen and Laurent-Perrier. These included researching, conception and then creating engaging, creative and compelling final products to win the bid.

Alchemy Expo - Designer

June 2014 - December 2015

I was responsible for running the design and print studio. Creating artwork and proofing orders, before producing and packing them for shipment. I managed printing on large-scale printers; managing the maintenance and quality control, handling all day to day orders, ordering materials and making sure all jobs were provided on time to an ISO standard.

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Freelance work

From 2016 I have taken on some freelance clients to bolster my portfolio and aid good causes these include, Yodomo, World Association of Girl Guides and Girl Scouts, W4.org, Lee Kum Kee, What We Do Matters and CB Consulting.

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Voluntary Work

Founder

The Hedgehog Collective

During 2020 I brought together a team of Hedgehog owners in the UK to produce a charity calendar to fundraise for the National Exotic Hedgehog Rescue and Tiggywinkles Animal Hospital it was a great success and we continued the collective. Making a second calendar that sold even more successfully making £1200 for our chosen charities. We now support other hedgehog owners and give advice through our instagram and direct people to information and resources to better care for their African PygmyHedgehogs.

Guide and Scout Unit leader

The 1st Evelina Childrens Hospital

Sadly our unit is currently suspended due to Covid-19 however I normally run a Guide and Scout unit giving children the opportunity to get away from their wards and to have some fun. We do crafts and play games giving them a chance to socialise and encourage them to join units once they are back home.

Other Achievements

SheCodes basics coding course

Motion design school - The Fundamentals of Motion Design Course

NHS Guy and St Thomas's Trust 3 year Volunteering Award

Received Honourable mention from Chatham House for 'We Can She Can' video competition 2017 - <https://youtu.be/hknkUH5bfIM>

Cardiff Met Rep awards - Collaboration Award 2013/14
Leader of winning team

Cardiff Met Trampoline team member and Competition Secretary

Clean driving licence

1st and 2nd year Student Representative for Graphic communication

School Stage Manager, St Aidans C of E High School Harrogate

Asthma UK conference 2010, Palace of Westminster, leader of winning team

School Eco committee leader

Bronze Duke of Edinburgh

Baden Powell Challenge Guiding award

RYA1 Sailing

RYA1 kayaking

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