PAUL JOEL CREATIVE DESIGNER

www.pauljoel.com | 07920 403 459 | pj@pauljoel.com

BIO

BIO

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

I am a passionate Creative Designer with over 10 years' experience delivering high quality output. I have great experience working independently, generating creative, innovative and practical solutions, and working as part of a team, resulting in excellent inter-personal skills and the ability to lead, collaborate and support. I have vast experience working with companies and clients of various sizes and take pleasure in sustaining and cultivating client relationships using a precise, solution-focused approach, with logical problem-solving skills and respecting confidentiality. I enjoy learning and enhancing my knowledge within this ever-evolving industry; I do so by seeking out Continuing Professional Development opportunities and keeping up-to-date with industry trends and software. I pride myself in using best practices and the most effective processes to meet deadlines in a timely manner, and surpass client expectations with outstanding end results. My references are available upon request.

KNOWLEDGE

Design | Advertising | Copywriting | Printing | Digital

- Graphic Design
- Illustration
- Art working
- UI & UX
- Video
- Colour theory
- Typography
- Printing
- Wacom
- GREP

SOFTWARE

Adobe | iWorks | Microsoft Office

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

INTERESTS

Design | Art | Music | TV | Movies

Technology | Science | Psychology | Economics | History

RECOMMENDATIONS

"Paul's dedication to understanding what the client needs and wants is an asset to him, he gets right under the skin of the project. I heartily recommend him"

Daniel Hinden, CEO & Founder at ofixu.com

"Paul always offered strong creative ideas for feature designs that proved popular with our readers. He is a team player, engaging others in a positive, constructive manner, and the team was really impressed by his work. Paul takes direction well, demonstrates a good eye for detail and has a modern, clean, design style."

Rob Gibson, Content and Communications Manager at The Chartered Quality Institute

EMPLOYMENT

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

2008 — PRONTAPRINT

Printing | St Albans

Lead Graphic Designer

MAIN DUTIES

Sustaining client relationships and cultivating new ones in order to drive sales and increase quality and production.

2012 — LYCEUM

Publishing | London

Art Director / Designer

MAIN DUTIES

At Lyceum Publishing I concentrated on the continuation and improvement of their magazine, Bluff Europe, the world's leading poker magazine and created their new magazine, Jackpots Review, for online slots games. I also was the sole designer for all of their marketing and events.

2014 — CAMPAIGN WORKS

Creative Agency | Hatfield

Conceptual Designer / Art Director

MAIN DUTIES

Working on projects for large and high profile clients, such as Hilton and Affinity Water, I conceptualised creative ideas that were used for print and screen, to help market and communicate various companies' messages.

2015 — AMAZING VENUES

Hospitality | Stokenchurch

Graphic Designer

MAIN DUTIES

Whilst refining existing work for print and online use to market the brand, I also created innovative and engaging designs to drive the business forward and attract new customers.

2017 — CQI

Charity | London

Editorial Designer

MAIN DUTIES

While freelancing at The Chartered Quality Institute I designed and edited their monthly members' magazine, Quality World, whilst also generating new ideas and commissioning Illustrators for all of the magazine features.

2017 — VINCI CONSTRUCTION UK

Construction | Watford

Graphic Designer

MAIN DUTIES

Using a range of media to create content for print, online, interaction and video, for the purposes of internal and external communication and marketing for employees and clients to create a better visual language and win business while also innovating better processes and methods.

EDUCATION

College | University | Online

2001

GNVQ ART AND DESIGN INTERMEDIATE

West Herts College

Merit

DETAILS

An introduction to all forms of Art and Design, that encourages and strengthens creativity.

2002

NATIONAL DIPLOMA GRAPHICS

West Herts College

Distinction

DETAILS

Building on previous knowledge and strengthening individual core skills whilst also learning and expanding knowledge of Graphic Design and all its branches.

2005

GRAPHIC DESIGN AND ILLUSTRATION

University of Hertfordshire

(BA Hons)

DETAILS

Expanding knowledge of Graphic Design and Illustration, and strengthening individual skills, working on industry briefs and preparing for the work place.

Present

CONTINUING PROFESSIONAL DEVELOPMENT

LinkedIn Learning

DETAILS

Personally undertaking Continuing Professional Development for an ever-evolving industry. Areas of development include theory, software, new methods, trends, and other disciplines.

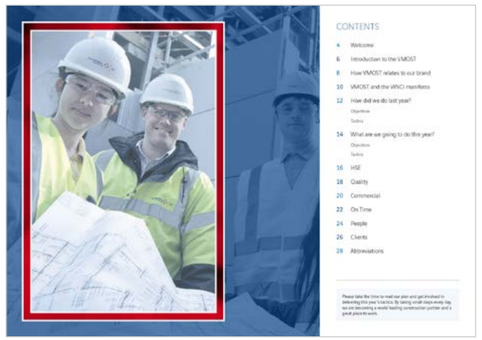
CASE STUDY ONE

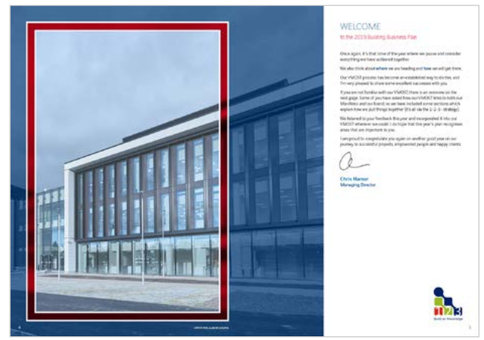
VINCI Construction UK | Building business plan

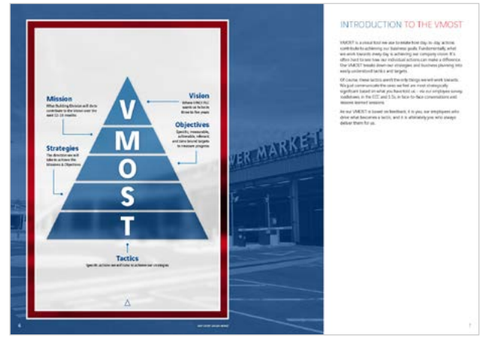
The VINCI Construction UK Building business plan communicates all that has been achieved within the previous year and what their targets are for the following year.

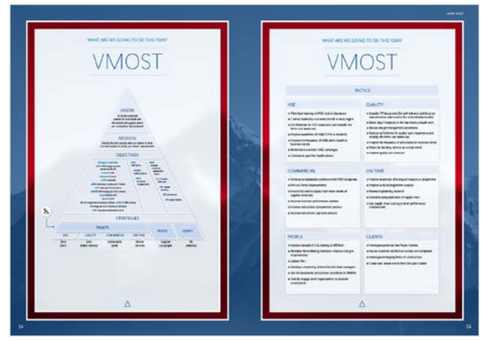
The transparent nature of this document led me to create a concept that was transparent in appearance, resembling layered sheets of glass, to convey this message further.

The design was well received by the company Directors and employees, both commenting on the clean design and engaging aesthetics.









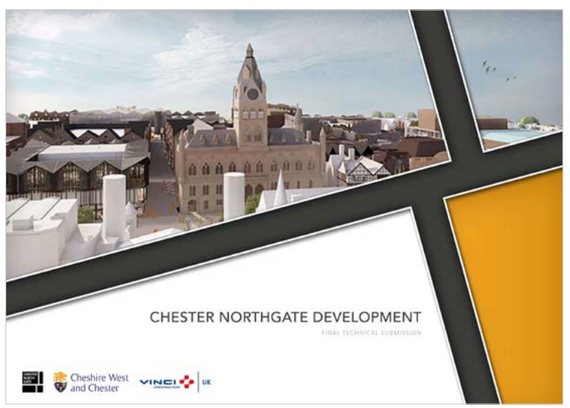
CASE STUDY TWO

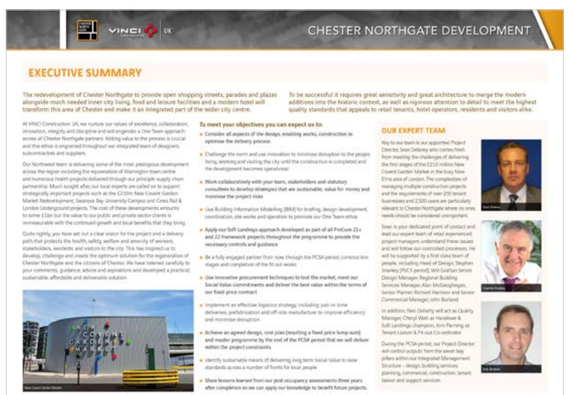
VINCI Construction UK | Chester Northgate tender

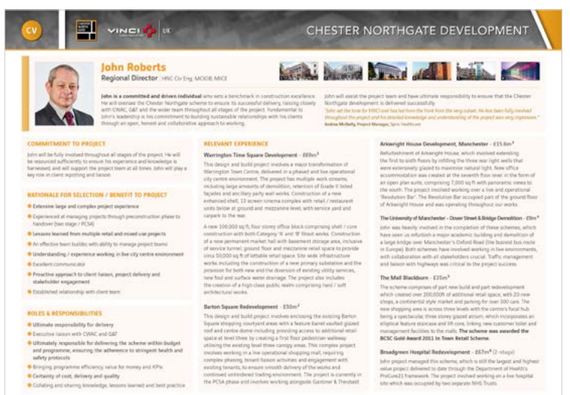
These pages were taken from the Chester Northgate tender that spanned over 300 pages. The aim of the tender was to help transform the area, making it an integrated part of the wider city centre.

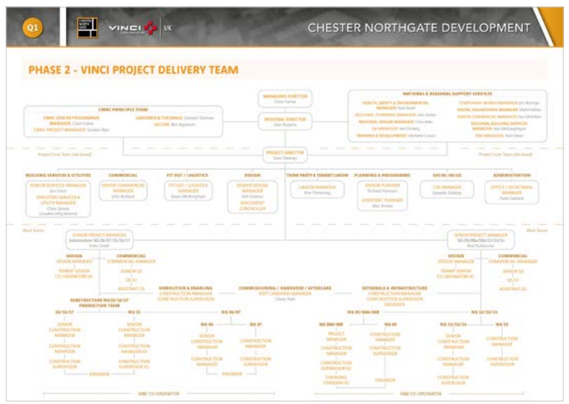
VINCI Construction UK won this bid and were complimented on the attractive design approach that I created.

I used the colour orange as it has energising properties, to create excitement when viewing the tender. Using an unfinished computer generated image of the proposed city development created a sense of progression and renewal.









CASE STUDY THREE

Disclosed company | Web app concept *(displayed on an iPad Pro)* | ***Click here for more of this project***

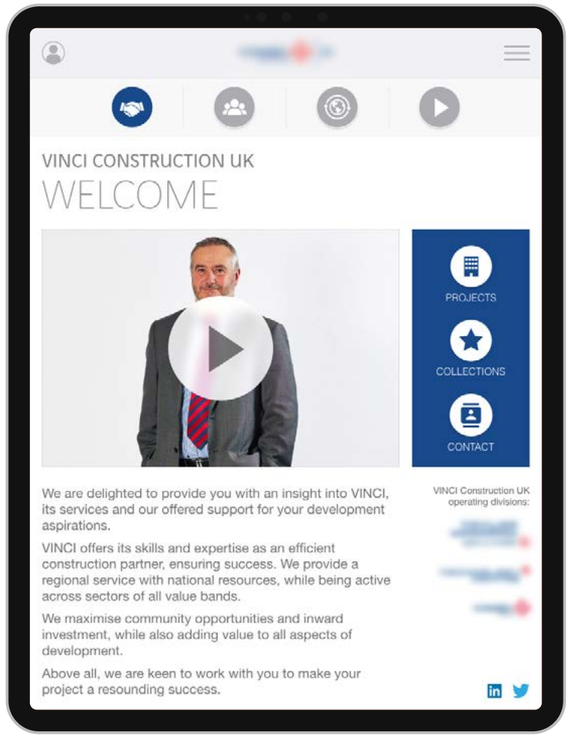
The company logo has been blurred as this is an active project.

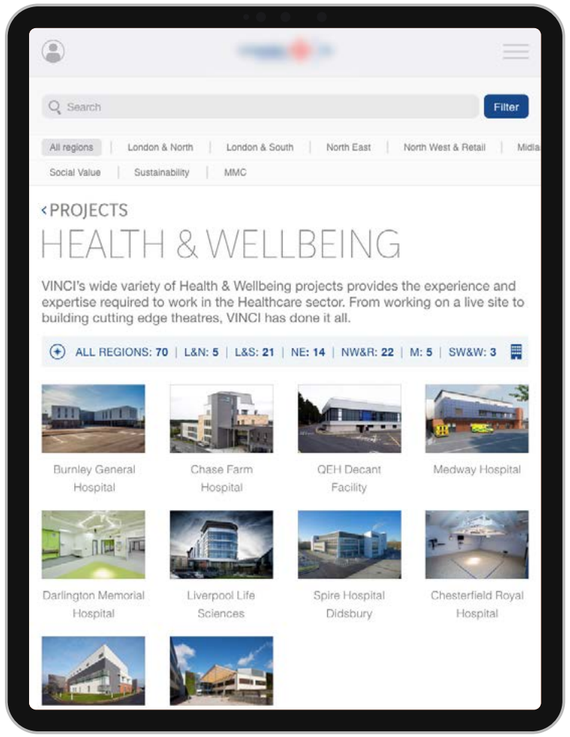
This concept was solely created and developed by myself to help the Business Development Managers to communicate better with potential clients and help win business.

The company currently uses printed catalogues of their projects to show potential clients. This is problematic as newly completed projects cannot be added to the catalogues until they are reprinted the following year; this is costly and bad for the environment.

By making an online version of these catalogues, newly completed projects can be added immediately with the advantage of additional media being displayed, for example, a greater volume of images, and the addition of videos and 360° images. The web app also allows the Business Development Managers to bookmark and share projects, leading to greater efficiency of communication with clients.

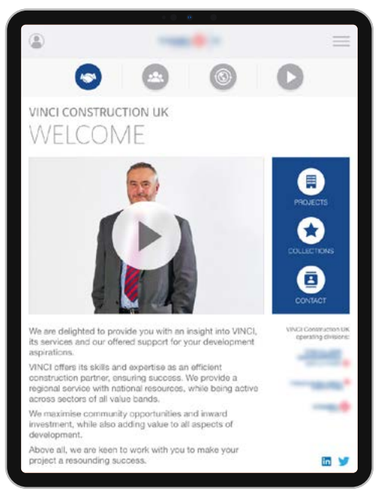
I used Adobe XD to design this concept and to create a working prototype.

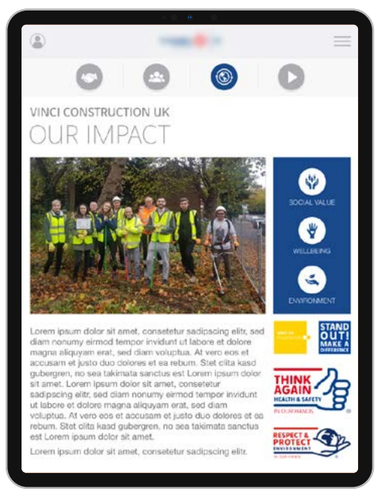


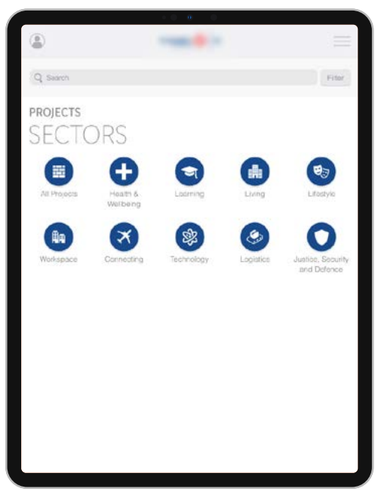


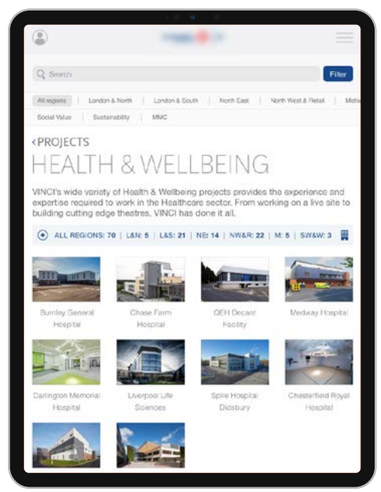
CORPORATE

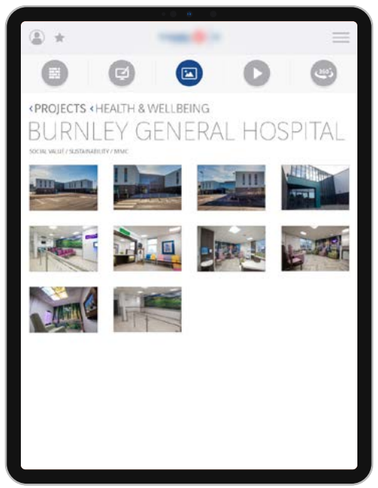
Disclosed company | Web app concept *(displayed on an iPad Pro)* | ***Click here for case study***

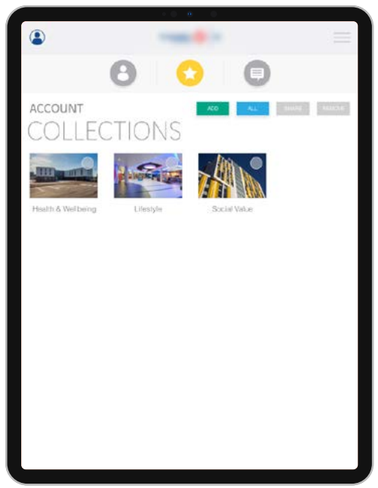


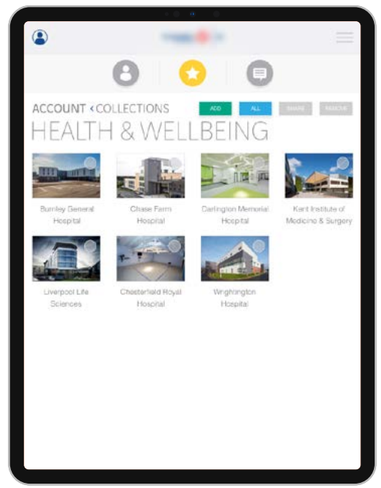






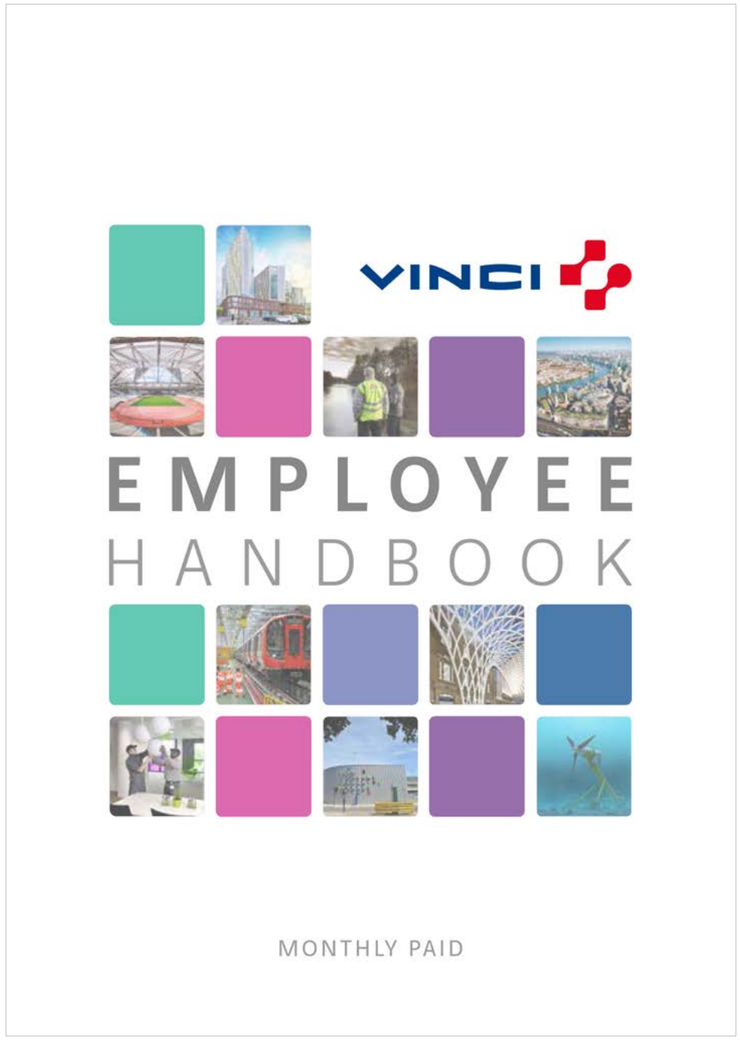


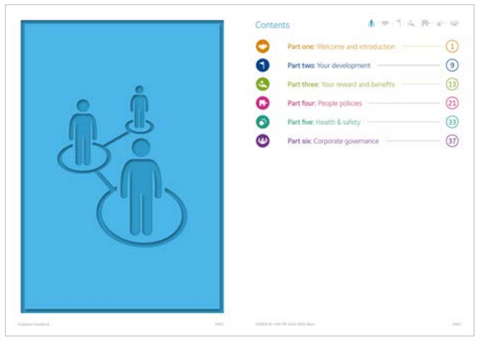


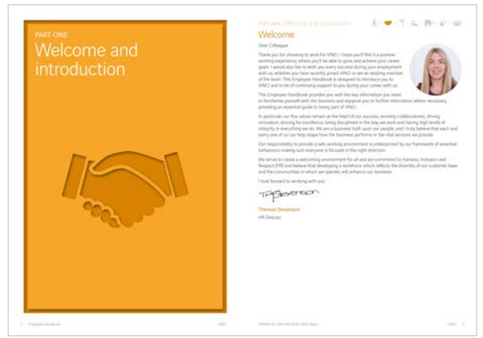


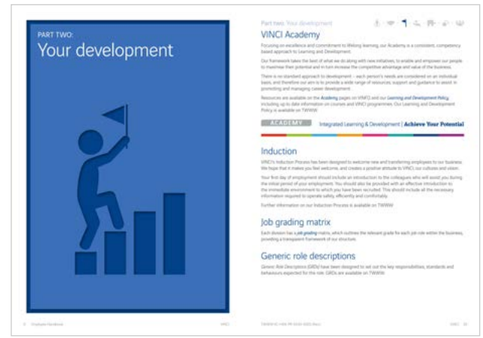
CORPORATE

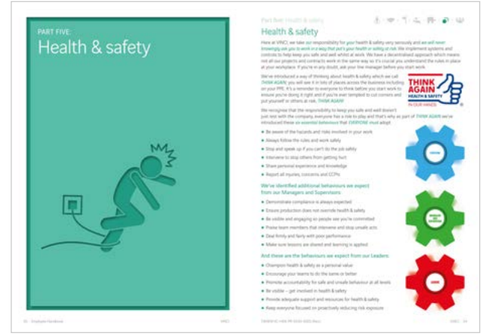
VINCI Construction UK | Employee handbook

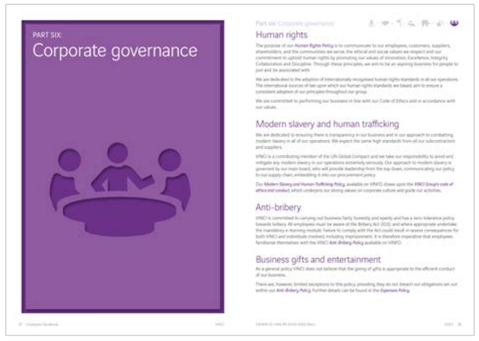






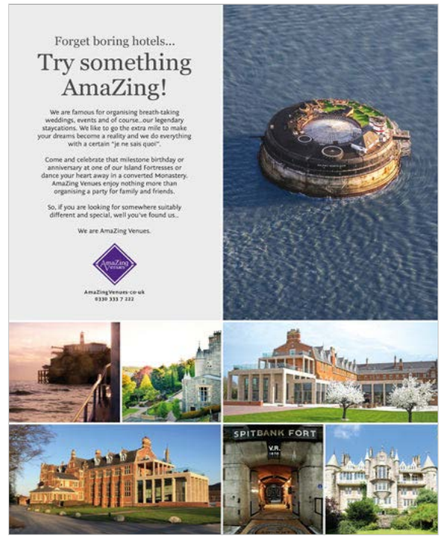






CORPORATE

Château Rhianfa
Magazine advert (Full page)



AmaZing Venues
Magazine advert (Full page)

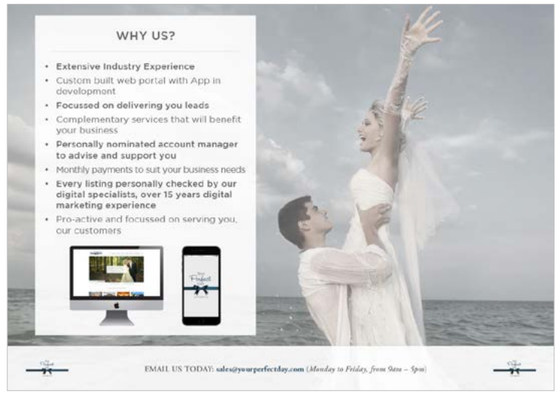
Stanbrook Abbey
Magazine advert (half page)

Solent Forts
Restaurant receipt holder (outside)

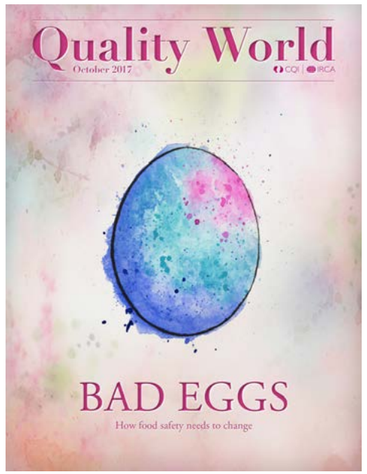
Solent Forts
Restaurant receipt holder (inside)

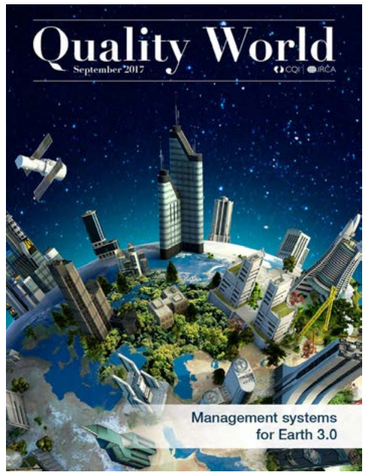
CORPORATE

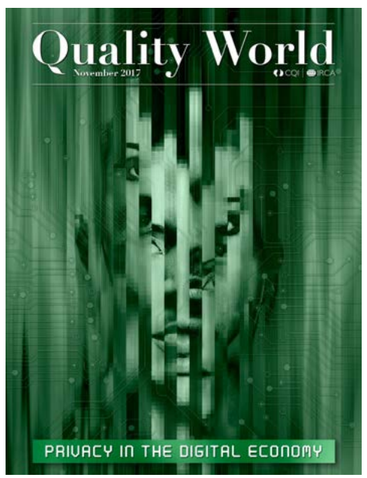
Your Perfect Day | Media pack

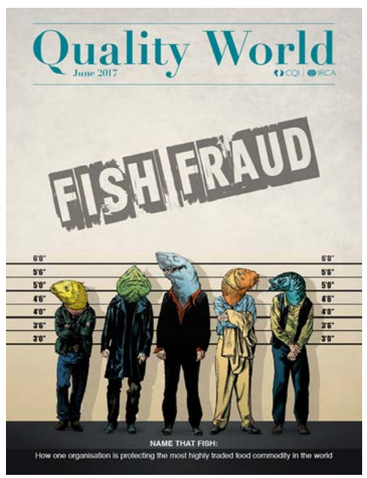


EDITORIAL









Magazine covers

Editorial

EDITORIAL

Bluff Europe
Magazine covers

Bluff Europe
In-house adverts

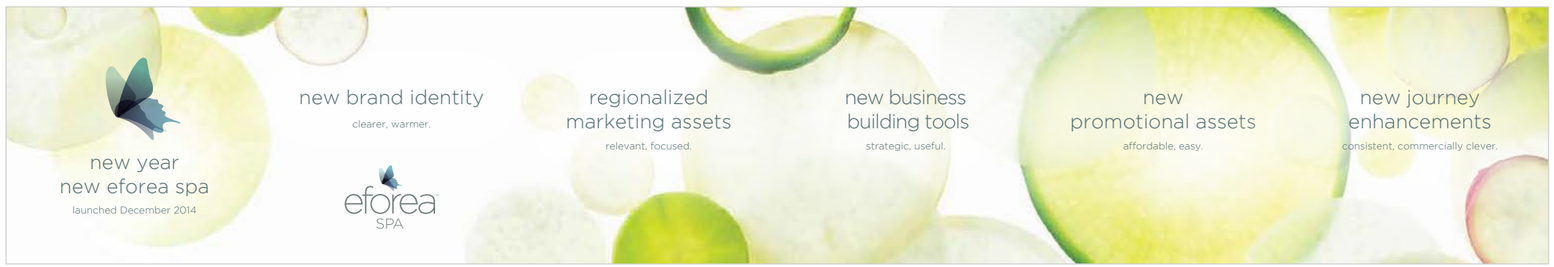
Bluff Europe
Editorial

Jackpots Review
Magazine cover and editorial

PACKAGING

eforea Spa (Hilton Hotels) | Scented candle label

Concertina booklet - Front



Concertina booklet - Back

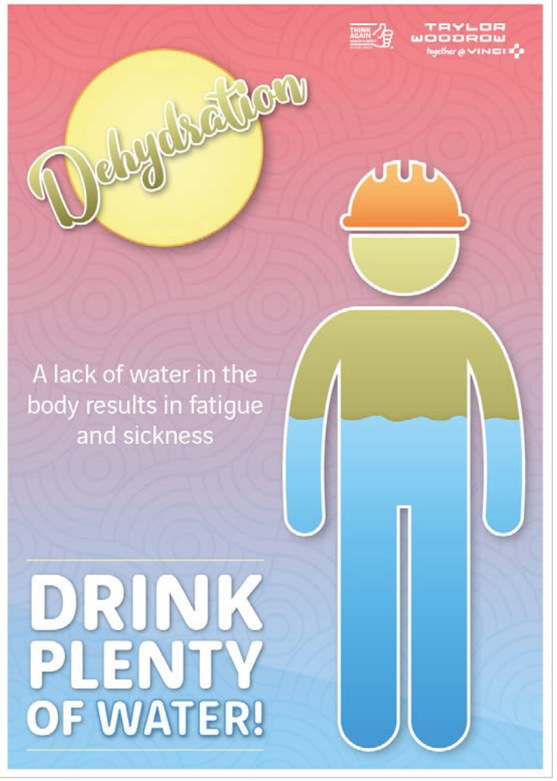
Candle label

Box packaging

Visual mock-up

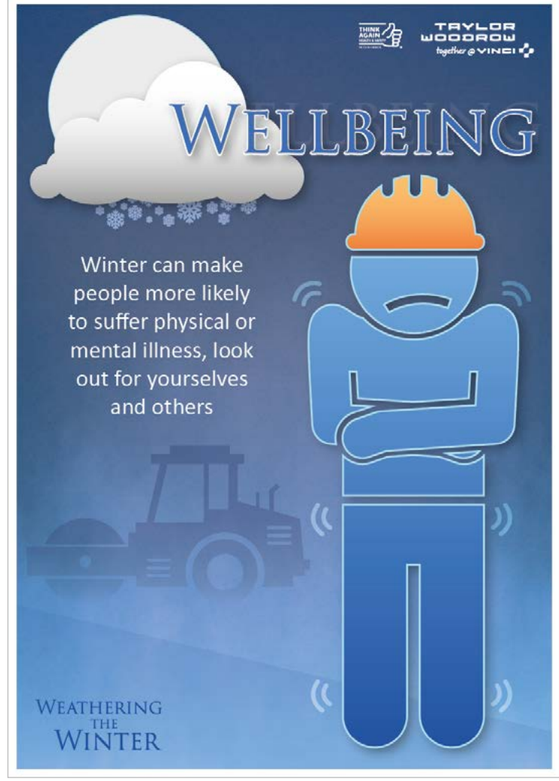
ARTWORK

Taylor Woodrow | Weather working campaigns



Dehydration

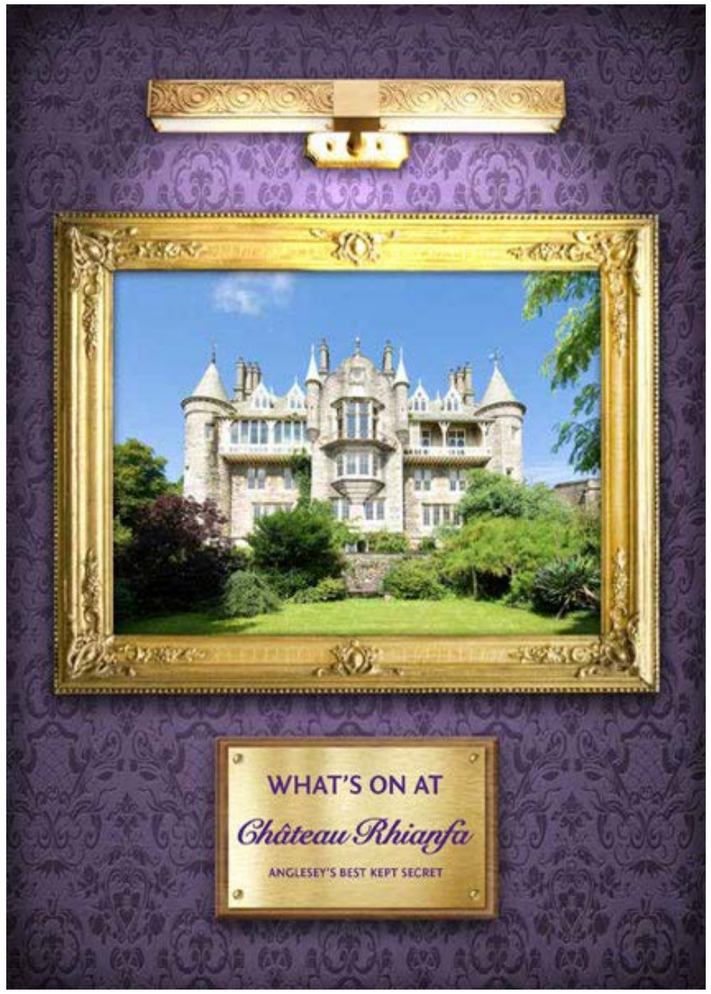
Skin damage



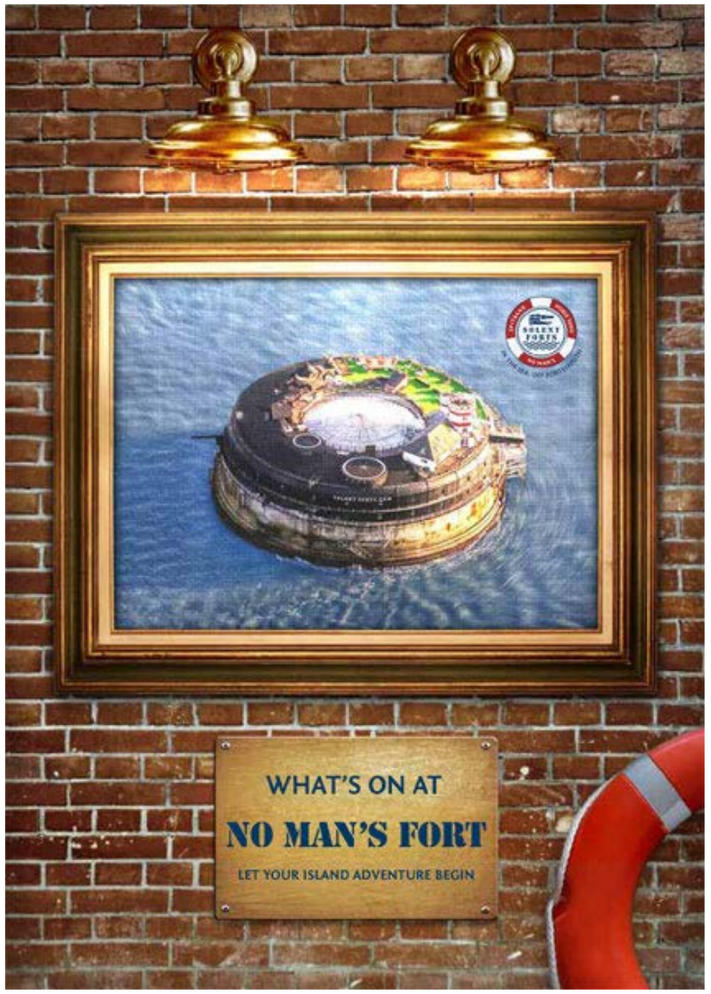
Wellbeing

Weather

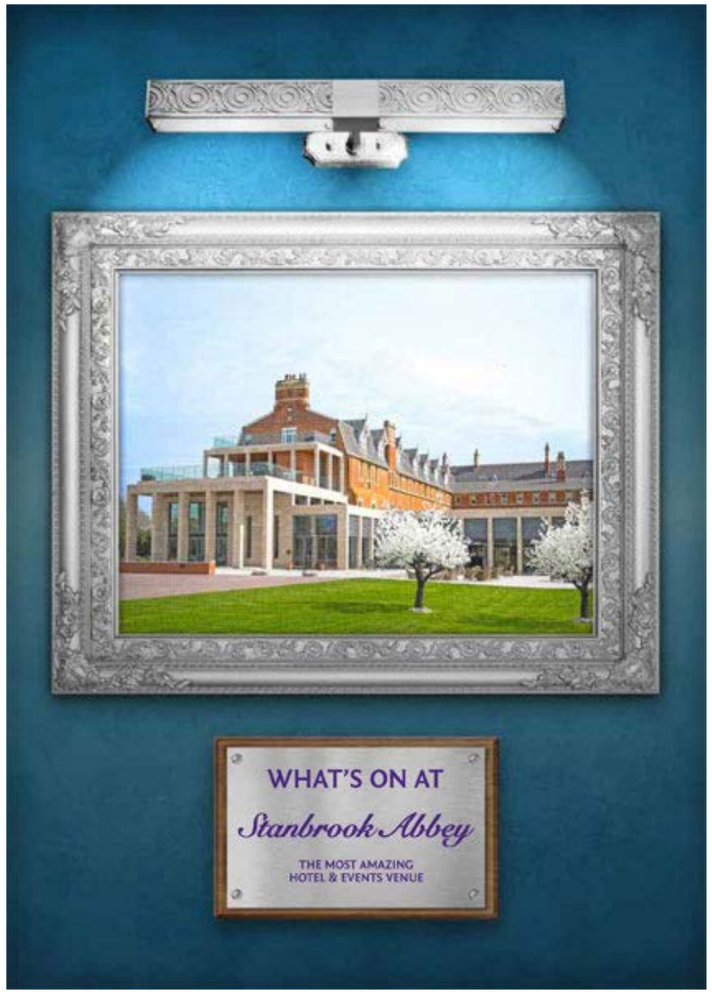
ARTWORK



Château Rhianfa



No Man's Fort



Stanbrook Abbey

PROJECT BREAK DOWN

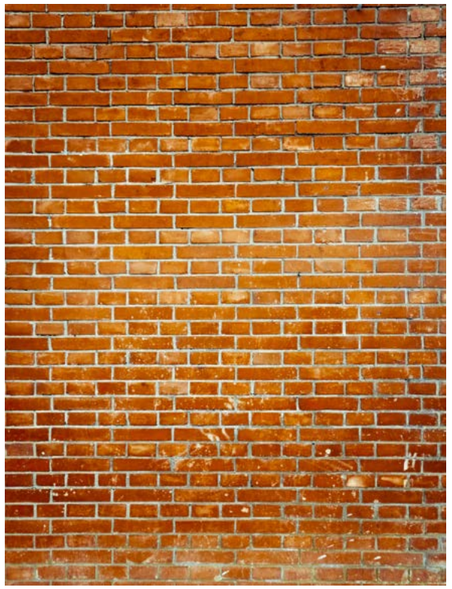
SOFTWARE USED:

- Photoshop

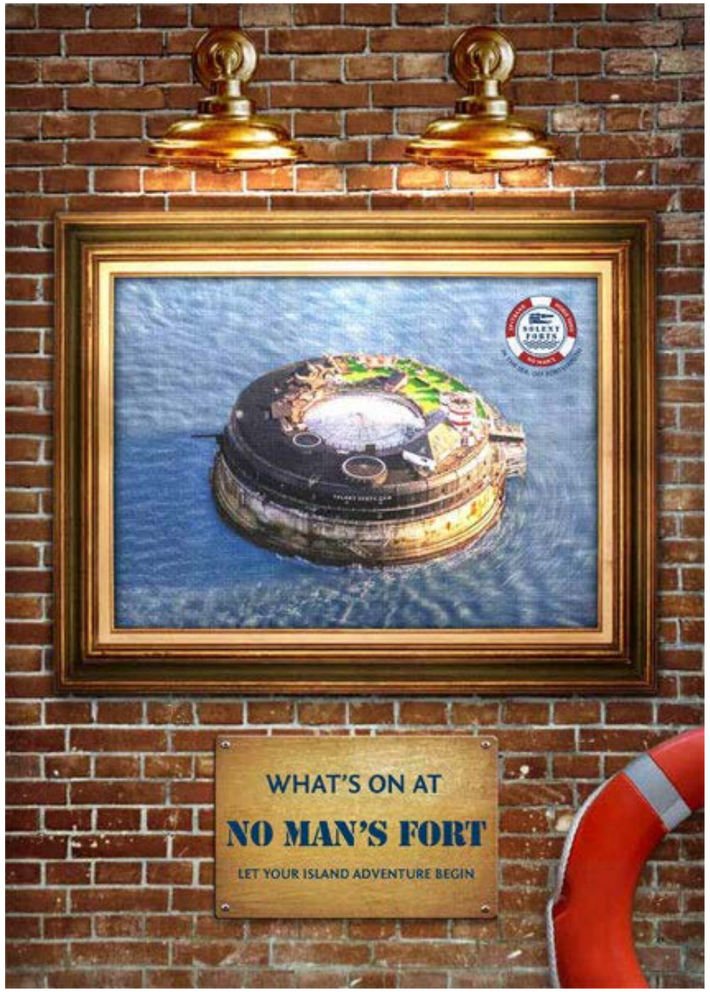
TECHNIQUES USED:

- Photo manipulation
- Brushes and textures
- Lighting & shading

No Man's Fort picture



Images used and manipulated

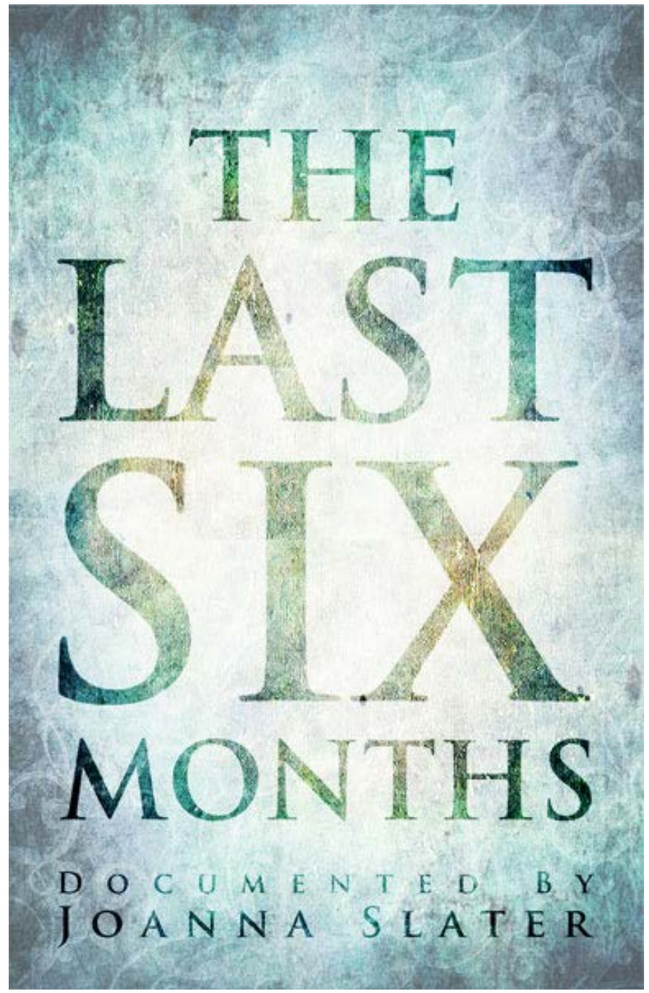


Final artwork

ARTWORK

Doctor Strange - *Movie poster tribute*

Gotham - *TV series poster*



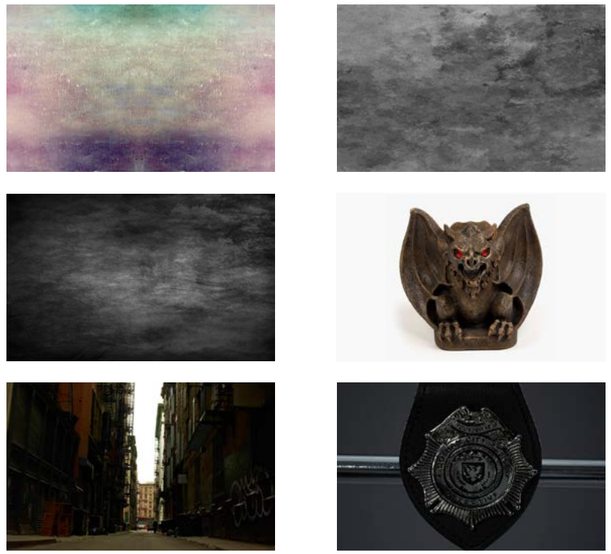
The Last Six Months - *Book cover*

PROJECT BREAK DOWN

FOX | Gotham - TV series poster

SOFTWARE USED:
- Photoshop

TECHNIQUES USED:
- Photo manipulation
- Brushes and textures
- Lighting & shading



Textures & images used

Photos supplied by Fox, unedited images.

Final artwork